APRIL 10, 1950

BROADCASTING
TELECASTING

TECHNOLOGY DEPARTMENT

PUBLIC LIBRARY
APR 11 1950
DETROIT

Success story:

Last January a Richmond ice cream manufacturer started plugging his half-gallon size exclusively on WLEE.

That very month sales of the half-gallons jumped 20% over December. And in February, sales ran 20% over January! All this in the middle of the winter, too!

Richmond advertisers get this kind of fast, profitable action from WLEE all the time. More and more national advertisers are following their lead. Call in your Forjoe man for the whole WLEE story!

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

The Newsweekly of Radio and Television.

XUM

Tradition: Two Years Old

Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its second birthday,
had captured the hearts and eyes of Virginians.
In the Old Dominion State
they look to Havens & Martin stations to make history.
The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet.
Now after two years of operation, WTVR has over 24,000 set owners and the number continues to grow . . . over 74 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.

WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Announcing . . .

MORE power for WJIM

The added power and coverage gained by use of WJIM's new 370 foot TV tower as an AM antenna, and the installation of a new efficient 28,000 foot ground system, will boost the long-established, well-listened to WJIM-AM to an even more prominent place in Central Michigan's AM roster.

MORE coverage for WJIM

That stronger signal means complete coverage of Central Michigan . . . thousands more listeners . . . thousands more sales for WJIM clients at no increase in rates.

And New Representatives:

H-R REPRESENTATIVES

NEW YORK CHICAGO SAN FRANCISCO

WJIM proudly announces the appointment of H-R Representatives, Inc. as its national sales representatives . . . Frank Headley, Dwight Reed and Paul Weeks are now members of the WJIM-WGFG sales team. We congratulate them on their new organization, and feel sure that they will serve you conscientiously with pertinent data about WJIM, WJIM-TV, WGFG, and the listening and looking habits of these prosperous Michigan markets.

WJIM • WJIM-TV • WGFG

ABC for Lansing
New power—New coverage

ABC, CBS, DTN, NBC
(on the air soon)

ABC for Kalamazoo

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

WRITE OFF prospects of network resignations from NAB prior to convention in Chicago next week. ABC, CBS and NBC have adopted wait-and-see approach on reorganization. It's indicated they would look with favor on appointment of William B. Ryan, KFI Los Angeles, as general manager—favored by President Miller and by majority of board advisory committee, as it now stands. Networks presumably then would wait reasonable period for results.

BOTH CBS and NBC negotiating with Bob Hope, whose services will be dropped by Lever Bros., in deal approaching million-dollar-per-year figure. Comedian reported to be asking for contract covering 39 radio performances per year at $25,000 each (covering cost of other talent as well as his) plus six special television appearances per year at $40,000 each. Three top executives of both networks scheduled to meet with him today in New York. Lever Bros. expected to notify comedian of concellation of contract as soon as new Lever president selected.

BEST BET for successor to Charles Luckman as president of Lever Brothers in U. S. is Bert Massey, now president of Lever's Canadian operations.

OPENING GUN in what might become not-so-cold ether war with Mexico is heard in Mexican moving of 1550 kc from Mexico City to Nuevo Laredo, on Texas border, with consequent damage to both U. S. and Canadian stations. XENT Nuevo Laredo switched from 1140 kc, 50 kw directionalized, to 1550 kc, presumably with 20 kw non-directional. State Dept. is pressing formal protests with Mexico but has got nowhere yet. What happened to 1550 kc at Mexico City (XEML), and to use of 1140 kc after it was abandoned by XENT, is minor mystery.

MONTICELLO DRUG Co., Jacksonville, Fla., returning to radio campaign for first time in three years with test spot schedule in Texas, Arkansas and Louisiana for its 666 malarial preparation. Test starts June 1 on 75 to 80 stations. Charles W. Hoyt Co., New York, is agency.

YOU'LL BE HEARING much more about WFIL Philadelphia's rate revisions, which have stirred up hornet's nest. Roger W. Clipp, WFIL general manager, insists it was no rate cut but "readjustment." Station argues vast majority of advertisers liked this approach; about half of agencies liked it, but stations without TV are outraged.

FURTHER PORTENTS of magnitude of Zenith's Phonevision crusade in behalf of box-office television is disclosure that Millard C. Faught, author of controversial report on economics of TV, has been retained by President

(Continued on page 90)

Upcoming

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.
April 15-16: University Assn. for Professional Radio Education, Stevens Hotel, Chicago.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.

(Other Upcomings on page 87)

Bulletins

EXTRA dividend of 25 cents per share of common stock, payable May 29 to stockholders of record at close of business April 21, and dividend of 87½ cents on first preferred stock for period April 1, 1950, to June 30, 1950—payable July 1 to stockholders of record at close of business June 12—declared by RCA board of directors Friday.

GEORGE H. HOLLINGBERY Co. named representative for WHIO-TV Dayton, Ohio, effective April 15.

BETTER BUSINESS BUREAU ACTS IN PROGRAM CONTEST

CHICAGO BETTER BUSINESS Bureau has notified postal authorities about activities of National Radio Program Agency, 82 W. Washington St., Chicago, after checks on "many" complaints from "widely separated sources." Firm has mailed cards to persons asking $2 entrance fee for possible selection as competitor in "giveaway program, all expenses paid (to Chicago) for yourself and guest," BBB reports.

". . . All entrants will receive a lovely gift from the sponsor." Card names no sponsors or shows, asks letters of 50 words stating why person wants trip. Names were selected in "a national mailing campaign." Chicago office space was sub-leased to Arthur Starnes of the program agency, building reports. BBB, which has been unable to find Mr. Starnes, reports "contest" closing date is "continually being extended." It has cards with five different dates, last one being April 9.

From bureau report, being circulated to other branches: "Although the card infers that the winner will be given a trip to Chicago with expenses paid, no actual promise is made in any literature seen by this bureau, and also, while the plan is supposed to be a contest, the usual rules pertaining to the conduct and conditions thereof and the method of determining the winner are not set forth."

NAB also had notified postal authorities about program contest.

TWO JOIN KATZ

MARVIN I. RUDWICK, vice president of Gordon & Rudwick, New York, and Louis M. Cottin, also with agency, have joined Joseph Katz Co., New York.

Business Briefly

BLOCK LOOKING ● Block Drug Co., Ne York (Amm-I-Dent toothpowder), looking f radio and TV programs for next season. Bloc plans to drop sponsorship of *Burns & All* in radio on CBS at conclusion of this seaso Agency, Cecil & Presbrey, New York.

SHOE FIRM'S PLANS ● Acrobat Shoe Co division of General Shoe Co., Nashville, sche uled sponsorship of *Acrobat Ranch*, children' TV variety show, as network daytimer nex fall. Present plans are for half-hour show t be telecast on 14-station network, plus kine scopes, before studio audience from Chicag Script auditioned at WENR-TV (ABC) Ch cago last week. Agency, Ruthrauff & Ryan Chicago.

COLGATE BUYS ● Colgate-Palmolive-Pee Co., Jersey City, buys CBS half-hour comed package *Steve Allen Show* as summer replace ment for *Our Miss Brooks*, Sun. 6:30-7 p.m starting in June. Agency, Ted Bates Inc New York.

ARMY, AIR FORCE REVISE RADIO BUDGET POLICIES

U. S. ARMY and Air Force recruiting service under revised policy will spend more of it advertising budget for purchase of radio tim than for costs of producing programs fo public service broadcast, and will buy time o "long-range basis calculated to give each sta tion supporting recruiting programs . . . a opportunity to obtain a portion of the nationa or local advertising."

New policy reported by Broadcast Advertis ing Bureau Friday following conference o Charles Batson, of BAB; Justin Miller, NAB president; Maj. Gen. T. J. Hanley Jr., chief o personnel procurement for services, and Rober Collins, of Grant Adv. Inc., agency for recruit ing campaign.

Gen. Hanley agreed to change Army ac counting system so cost of producing program for free broadcast and cost of time purchase would no longer be lumped in reports of radi expenditures. Six field armies, which have own budgets, will spend half their money for radi time, supplementing national advertising.

Understood recruitment time purchases wil be intensified during period of school gradua tion in May and June.

ROSENMAN LEAVES WCAU

ALEX ROSENMAN, sales vice president o WCAU-AM-FM-TV Philadelphia resigned Friday, effective May 1. He is oldest employe in point of service, having joined station in 1927 as salesman. He became commercia manager in 1940 and vice president in 1945 During his term as sales administrator WCAU became one of most successful stations in na tion commercially. Donald W. Thornburgh WCAU president, said he accepted resignation with regret. No plans made for successor.

in Detroit

Again it's...

PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

Yes! ***as Michigan's Most Powerful Independent . .***

THE TIGER IS...

SOON
5000 WATTS

WKMH

1310 KC

MONEY-WISE TIME BUYERS ANALYZE COSTS

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives

have you ever seen...

a time buyer's desk?

One-armed paperhangers are serene next to the average timebuyer. They are advertising's busiest creatures, and the condition of their desks proves it.

Buried under an avalanche of promotion from stations, station reps and networks, the average timebuyer has developed an immunity to all promotion that does not *look important* ... does not *tell a story and tell it quickly*. That's why your promotion and advertising should be planned, written, designed and scheduled by experts.

Whether you're planning a ¼ page trade paper ad or a 52-week direct mail campaign...a local audience building program or a coverage map...call on the agency with the widest promotion experience in the entire radio-television industry...

O'BRIEN & DORRANCE, inc.

160 EAST 56TH STREET, NEW YORK 22, N.Y.

Stations everywhere are asking about our new PROMOTION PLAN ... Have you?

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 4181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0773;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Free! New!

Easy-to-Use

A Question and Answer Book of Railroad Information —valuable to every editor, writer, radio commentator

"Quiz on Railroads and Railroading" is a handy railroad source book that gives you quick, accurate information in brief, non-technical form, about hundreds of railroad topics—fascinating facts that you will find useful.

In editorial use, the detailed index makes possible the immediate location of data covering railroad history, properties, accomplishments and procedures, and the role of the railroads in America's "good living."

To get your copy of the newly revised edition of "Quiz on Railroads and Railroading," or extra copies for staff use, simply mail the coupon below today.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

FREE
Press and Radio Service, Association of American Railroads,
Room 924, Transportation Bldg., Washington 6, D. C.
Please send me _____ copies of "Quiz on Railroads and Railroading."
Name _____ (PLEASE PRINT)
Address _____ Zone _____ State _____
City _____

WATCH

Present the

At the N.A.B.

. . . For WORLD-Affiliate

ONCE AGAIN WORLD Adds To The Great Train Of Unparalleled Feature Presents

DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER

FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONIE

See WORLD'S N.A.B. Convention Exhibit, Suite 500-5

WORLD...

Hottest Idea

B. Convention!

WORLD BROADCASTING SYSTEM, INC.,
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

te Stations!

tions Already Released:
JINGLES • LYN MURRAY SHOW
• COMMERCIAL JINGLES

01, Stevens Hotel, Chicago

WORLD
PROGRAM SERVICE
Library

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies

JOHN A. CASHMAN, vice president of O'Brien & Dorrance Inc., New York, elected secretary-treasurer of agency.

ALBERT LOOMIS, formerly with C. J. LaRoche & Co., New York, appointed director of service of Duane Jones Co., New York.

BERT SCHWARTZ, recently executive with Monroe Greenthal Co., New York, rejoins Raymond Spector Co., New York, as assistant to the president.

CARL GEORGI Jr., vice president and director of media of D. P. Brother & Co., Detroit, and ELLIOT POTTER, vice president and manager of Detroit office of Young & Rubicam, elected to board of governors of Michigan Council of American Assn. of Adv. Agencies.

BOB McNITT, formerly Portland, Ore., representative for Cowles Pub. Co., joins Pacific National Adv. Agency, same city, as account executive. Before joining Cowles he was with Henri, Hurst & McDonald, Chicago.

MARJORIE CHILD HUSTED, General Mills consultant and staff director of "Betty Crocker" campaigns, establishes advertising and consumer relations consultant service in Minneapolis. She also is to serve as consultant to Dancer-Fitzgerald-Sample and BBDO.

YATES ADV. Inc., New York, changes name to YATES, WERTHEIM & BABCOCK Inc., effective today (April 10). E. TAYLOR WERTHEIM, formerly of Wertheim & Adv. Assoc., joins new agency as vice president. CHARLES L. BABCOCK III, is president; DOROTHY Y. BABCOCK, secretary, and C. L. YATES, treasurer. New offices are at 299 Madison Ave., New York. Philadelphia office is at 908 Witherspoon Bldg. and is headed by Mrs. JEAN H. BREIG.

GEORGE RUDNICK transfers from Chicago staff of Ruthrauff & Ryan to its Cincinnati office as account executive.

HANK JOHNSON, former president of Western Trade Publications, opens his own advertising agency, H. E. Johnson & Assoc. with offices in De Young Bldg., San Francisco.

JOHN J. GRONFEIN and LOUIS M. COTTIN, formerly partners in Louis M. Cottin & Co. and more recently with Gordon & Rudwick Inc., associate with New York office of The Joseph Katz Co. MARVIN I. RUDWICK, former vice president of Gordon & Rudwick Inc., also joins Katz Co.

J. ARTHUR WEST, former sales and advertising head at Television Cartoons Inc., named to head and set up TV film department at Frederic House Inc., New York.

FOOTE, CONE & BELDING, Chicago, moves to its own building at 155 E. Superior May 1, putting under one roof 350 persons who heretofore have worked at three locations.

ALBERT M. TEWKSBURY named manager of San Francisco office of W. F. Coleman Co. He succeeds JACK CAHILL, resigned.

FRED FREELAND resigns as television director of Ruthrauff & Ryan, Chicago, to head own TV production firm in Ft. Wayne. He worked previously at WBZ-TV Boston and WBKB (TV) Chicago.

JAMES RESOR, timebuyer in radio and television department of McCann-Erickson, New York, resigns. He had been with agency for past six years. He is moving to San Francisco and plans to do similar work in that area. No replacement at agency yet named.

WILLIAM T. MALONE, formerly vice president and general manager of Raymond Spector Co., joins Victor van der Linde Co., New York.

ROBERT L. NOURSE Jr. formerly with W. Earl Bothwell Inc., Hollywood, joins Compton Adv., same city, as account executive.

JIM OSEBOLD, former advertising manager of J. C. Penney department store, San Francisco, opens his own advertising agency at 1276 Jackson St., same city.

JAMES E. WEBER, account executive on Kellogg (Corn Soya, Corn Pops) at Leo Burnett Agency, Chicago, named executive on new Bauer & Black account.

ADVERTISERS PRODUCTION Co. moves to 260 California St., San Francisco. New phone: YUkon 2-2406.

KGW Delivers... COMPREHENSIVE COVERAGE of

... trading post to modern city

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

The history of the oldest incorporated town west of the Rocky Mountains is the story of power-laden Willamette Falls. Water power has encouraged continued industrial development, making Oregon City a healthy, growing market . . . a market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

At one time a Hudson's Bay Company trading post, Oregon City now boasts two gigantic pulp-paper mills, a large woolen mills-clothing factory, a food processing plant, and a rich agricultural and forest hinterland. Population has grown, too . . . helping Oregon chalk up during the last ten years the largest population increase in the United States.

KGW DELIVERS OREGON CITY . . . as through COMPREHENSIVE COVERAGE it delivers the rest of the nation's fastest-growing market.

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Census Help Cited

EDITOR, BROADCASTING:

I wish you would convey to the radio and television industry our appreciation of its splendid help in meeting the problem of acquainting the American people with the importance of cooperation in the 1950 Census.

The self interest of the industry in the obvious need of a new statistical picture of the nation was, of course, some incentive, but that alone cannot explain all that was given. There was genuine evidence of a high spirit of public service in the manifest willingness to assist an essential national project.

Roy V. Peel
Director
Bureau of Census
Washington

* * *

Finds It 'Invaluable'

EDITOR, BROADCASTING:

. . . May I . . . extend my compliments to . . . your publication. . . . Having recently arrived in this country from the BBC-TV, I find your magazine invaluable for keeping in touch with technical advances.

Donald B. Archer
Bantock Productions
Phoenix, Ariz.

* * *

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Transit FM's Horizons

EDITOR, BROADCASTING:

The editorial entitled "In Transit or Insolvent" in the April 3 BROADCASTING is the most intelligent appraisal of FM that I have read to date. I am convinced that the answer to the question you pose in the first paragraph is that FM is a sleeping giant only if Transit Radio is given an opportunity to provide a firm financial foundation for the FM industry. I agree with your statement concerning the value of Transit Radio to the entire broadcasting industry in that we are attracting retail dollars and once the retailer uses Transit Radio he is a good prospect for all other phases of radio. Transit Radio is selling merchandise for retailers because Transit Radio is an outstanding retail medium. . . .

We are convinced on the basis of exhaustive surveys that Transit Radio is in the public welfare and in the event of war or an emergency, local or national, it will prove to be a means of communication of incalculable value to defense agencies. . . .

C. L. (Chet) Thomas
President
Transit Radio Inc.
St. Louis

* * *

Cites WBNX Show

EDITOR, BROADCASTING:

I have just completed reading the March 27 issue of BROADCASTING and particularly the story by John Osbon, "Upsurge in New York Radio" on page 21, and note the following statement in that article: "Station spokesmen point out that WHOM is the only station airing Italian language programs at night and on Sunday." It seems to me almost unbelievable that any competent station spokesman could be so mis-informed as to disregard completely, a program which has been on the air six nights a week for the past 17 years. WBNX broadcasts in the Italian language Monday through Saturday from 8 p. m. to 10:30 p. m. one full hour beyond the time of the last Italian program on WHOM. . . .

William I. Moore
President
WBNX New York

[EDITOR'S NOTE: BROADCASTING apologizes to WBNX for overlooking its fine service to Italian language listeners.]

* * *

Read Cover to Cover

EDITOR, BROADCASTING:

. . . Yours is the only publication that keeps the thousands in radio and allied fields up on all the happenings.

I think, also, that you'll be interested to know that our copy of BROADCASTING is routed to every one in the station to be read and initialed and I can safely say that it's read from cover to cover and if anyone seems to have missed a pertinent fact, it is always called to their attention by someone else.

Keep up the good work. It's really appreciated.

Jeffrey E. Evans
Chief Announcer
WLDY Ladysmith, Wis.

* * *

Defends NAB Dues Hike

EDITOR, BROADCASTING:

As a radio man of 15 years experience . . . may I enter my two cents worth? . . .

In the majority of stations, the manager is expected to manage the station, sell advertising, help write continuity, possibly do some programs on the air, handle remote programs, and many times take over the program directors position . . . How can managers carry on those duties . . .and also get the real good out of the NAB? . . . A manager, and I'm talking about a real manager, should . . . be the head, guide and direct . . . destinies and spend a lot of time working

(Continued on page 20)

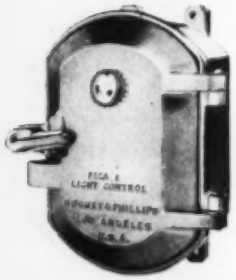
Lower Maintenance Costs WITH H&P

TOWER LIGHTING EQUIPMENT!

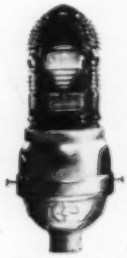
Specialized tower lighting equipment, developed and produced by Hughey & Phillips, has many exclusive features designed for easier installation, lower maintenance costs, and dependable operation under all climatic conditions. Write or wire today for our complete catalog giving detailed specifications and information.

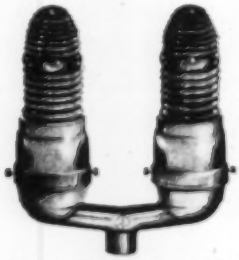
300 MM CODE BEACON

Rain-proof ventilator "circulates" the air, reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture. Spun-glass shielding on color-screen supports. CAA approved.



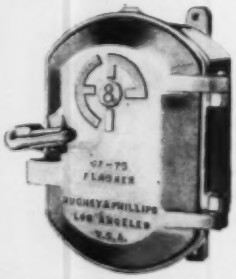
AUTOMATIC TOWER LIGHT CONTROL — "PEC" SERIES
Specifically designed for radio tower use. Turns lights on at 35 f.c.; off at 58 f.c. as recommended by CAA.





SINGLE and DOUBLE OBSTRUCTION LIGHTS
Precision machined for proper light center. Heavy aluminum alloy castings. Prismatic globes meet CAA specifications. Drainage ports for condensation. Mounting base for standard A-21 signal lamps.

H & P LIGHTING KITS FOR A-2, A-3, A-4 and A-5 TOWERS INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION.



SF-75 MERCURY FLASHER
Only four moving parts, in lifetime-lubricated ball bearings. No contact points to wear out. Speed adjustment: 14 to 52 flashes per minute.

WRITE ON YOUR LETTERHEAD FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. LA CIENEGA BLVD.
LOS ANGELES 48, CALIF.
60 EAST 42nd STREET
NEW YORK 17, N.Y.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

...a major advance in studio-type image orthicons

A NOTABLE PRODUCT of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

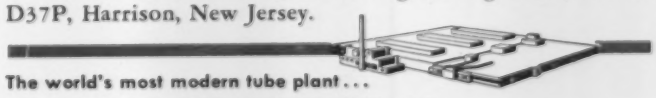
The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

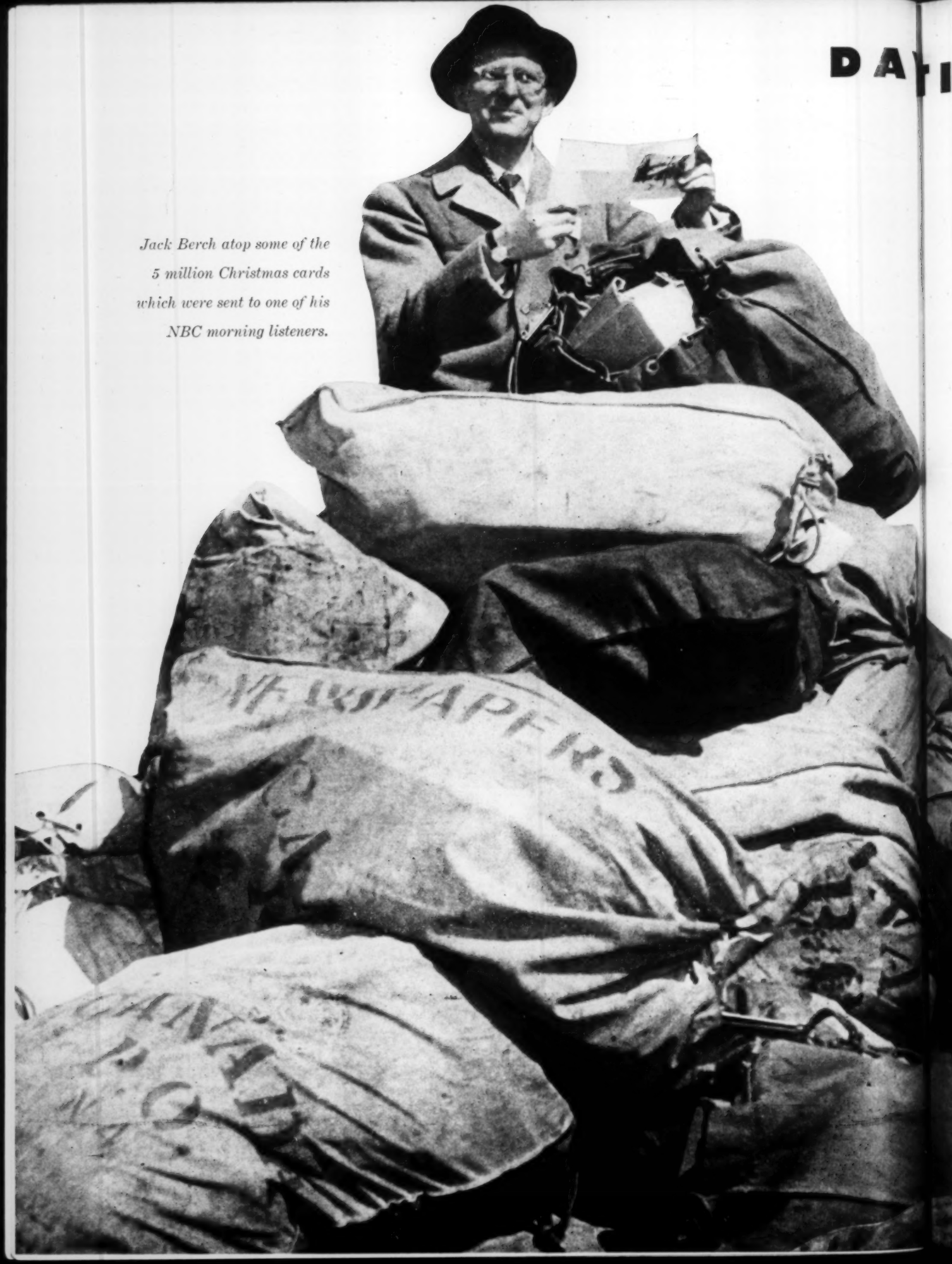
For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section D37P, Harrison, New Jersey.



The world's most modern tube plant...
RCA, LANCASTER, PA.

See the new RCA-5826 image orthicon and RCA-5831 super-power beam triode at the NAB Convention

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.



Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.

TIME IS BIG TIME

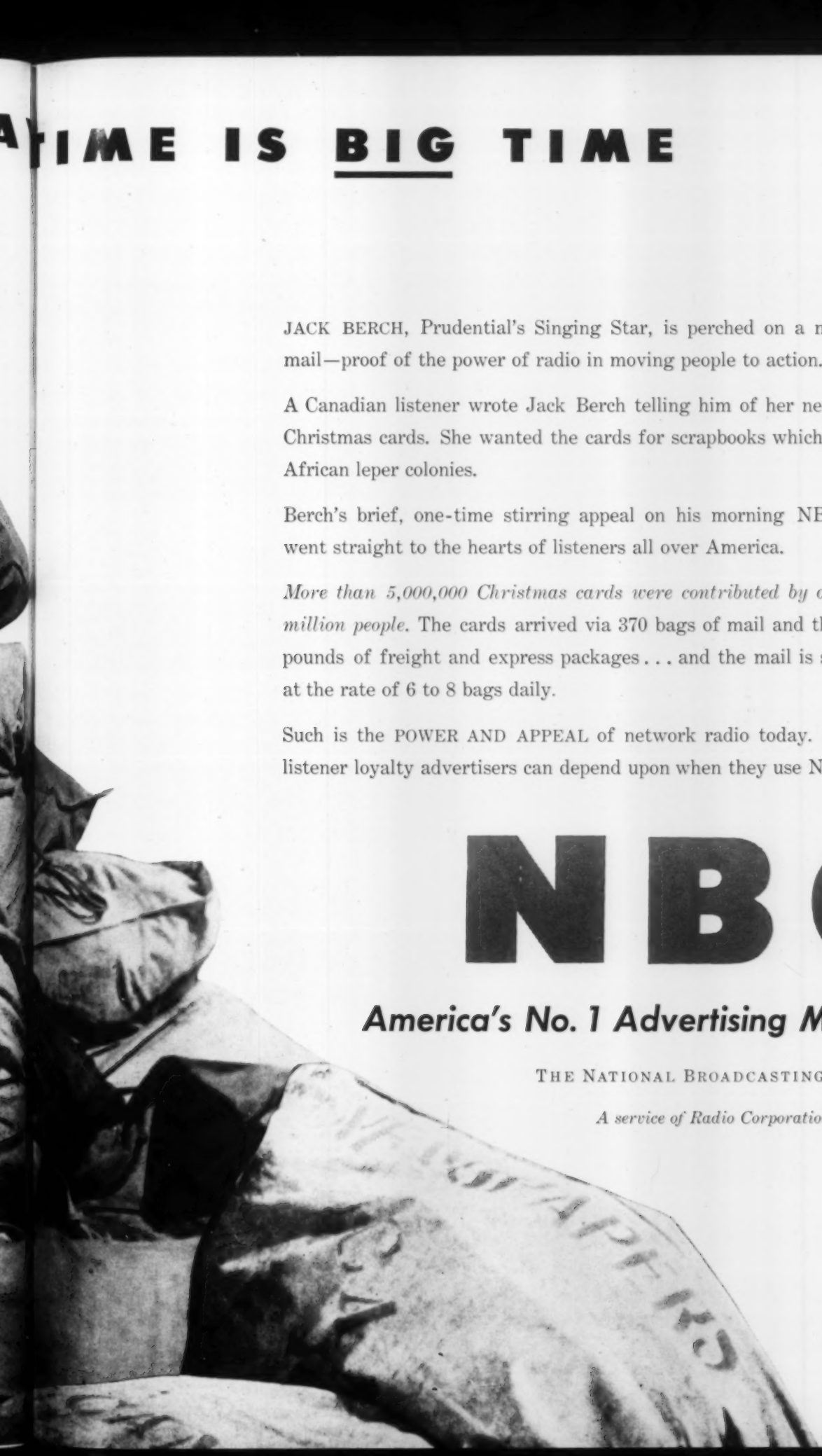
JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail—proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch's brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages . . . and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.



NBC

America's No. 1 Advertising Medium

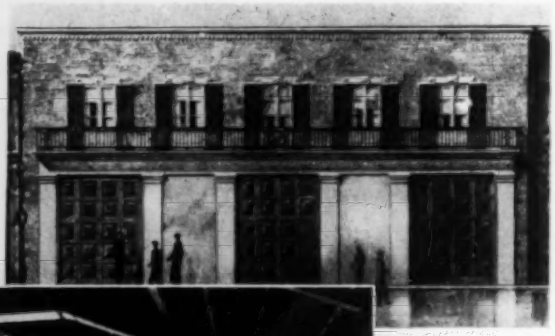
THE NATIONAL BROADCASTING COMPANY

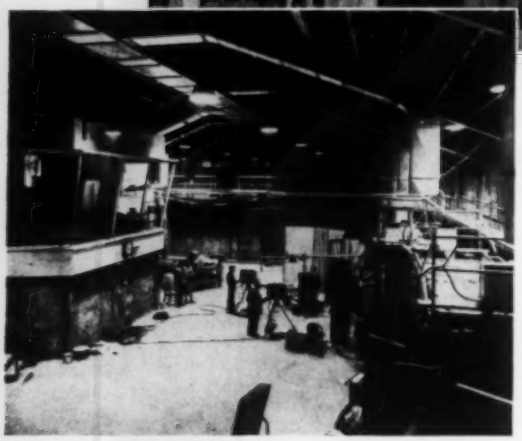
A service of Radio Corporation of America

WDSU
NEW ORLEANS

Announces

THE SOUTH'S NEWEST, MOST COMPLETE AM-TV-FM FACILITIES!





• UPPER RIGHT
WDSU's new studio building—traditionally New Orleans in appearance—houses studios, offices, recording and projection facilitles in an area of 22,000 square feet.

• LOWER LEFT
Interior of the spacious, sound-stage TV studio which incorporates the latest developments in telecasting.

Ask Your JOHN BLAIR Man!

AM TV FM
WDSU
AFFILIATED WITH THE ITEM
NEW ORLEANS

5000 WATTS • ABC

New Business

G. F. HEUBLEIN Bros. Inc. will use established radio programs in seven key cities to help introduce its A1 mustard and to promote its A1 sauce. Cities to be covered are: Cincinnati, Portland, Los Angeles, St. Louis, Detroit, Minneapolis and Chicago. Duane Jones Co., New York, is agency.

STERLING BREWERS, Evansville, Ind. (beer), starts sponsorship this week of two once-weekly 15-minute film shows through Smith, Benson and McClure, Chicago. *Top Views in Sports* is telecast on WFBM-TV Indianapolis and *Sterling Little Theatre* on WAVE-TV Louisville. Firm is reorganizing its radio schedule and considering buying sports, platter and/or news shows and chain-breaks and spots in 10 to 12 major markets and 30 to 40 minor ones in sectional areas where product is distributed.

DAD'S ROOT BEER Co., Chicago, expands AM spot schedule to 40 more stations, making total of 75, all on 52-week basis. Malcolm-Howard, Chicago, is agency, **ART HOLLAND,** account executive.

ESKIMO PIE, Bloomfield (ice cream bar), through Buchanan & Co., New York, preparing its seasonal spot announcement radio campaign in about 50 markets. Starting dates are on staggered basis.

DAYSTROM Corp., Olean, New York (furniture), through N. W. Ayer, New York, preparing series of one-minute films for television campaign in three cities: New York, Philadelphia and Los Angeles, to start May 1.

J. N. CEAZAN Co., Los Angeles (distributor of Crosley and Apex electrical products and Dayton Tire & Rubber and battery products), appoints Ted H. Factor, Los Angeles, to handle advertising. Distributor with cooperating dealers currently sponsoring for Crosley two television shows on KECA-TV Los Angeles. Firm plans both television and radio spot campaign in near future for Apex products in Southern California.

GRUEN WATCH Co. appoints Stockton-West-Burkhart, Cincinnati, to handle advertising. Company has used network radio. Grey Adv., New York, formerly handled account.

CHESEBROUGH MFG. Co. (Vaseline Cream Hair Tonic), through Cayton Inc., New York, adds WDSU-TV New Orleans and KING-TV Seattle to stations carrying *Greatest Fights of the Century.* Program is telecast Saturday, 10-10:15 p.m., on WDSU-TV and Monday, 10:30-10:45 p.m., on KING-TV.

Network Accounts • • •

GENERAL FOODS Corp., New York (Certo, Sure-Jell), May 2 starts sponsorship of Tuesday and Thursday *Frank Goss News* on 10 Columbia Pacific Network stations, 5:00-5:10 p.m., PST. Agency: Benton & Bowles Inc., New York. Other portions of program are sponsored by **CHEMICALS Inc.** (Vano Liquid Starch), **MANHATTAN SOAP Co.** and **MENNEN Co.**

TONI Co., Chicago (home permanent wave), sponsors Jack Lemmon on *Toni Twin Time* alternate Wednesdays on CBS-TV, 8 to 8:30 p.m., CST, through Foote, Cone & Belding. Variety show will be carried on 31 stations, 20 by kinescope.

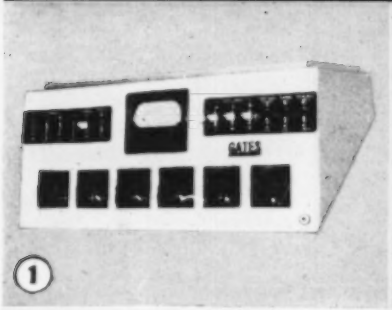
PURE OIL Co., Chicago, renews its NBC Newscast May 1 for 11th year, sponsoring H. V. Kaltenborn and Richard Harkness for 52 weeks. Five-a-week show, 6:45 to 7 p.m., CST, is aired on 32 network stations. Agency: Leo Burnett, Chicago.

EMERSON RADIO & PHONOGRAPH Corp. (radio and TV sets), New York, will sponsor *The Clock,* alternate Fridays, on NBC 9:30-10 p.m., beginning April 21. Agency for Emerson is Foote, Cone & Belding, also New York.

PABST SALES Co. adds KFAR Fairbanks and KENI Anchorage, Alaska, to its list of NBC stations carrying *The Life of Riley.* Show is tape recorded in Seattle and air-expressed to Alaska for rebroadcast. Stations are NBC affiliates.

ARNOLD BAKERIES, New York, moves *Faye Emerson Show* from CBS-TV to NBC-TV effective April 22. Show will be telecast Saturday, 10:30-10:45 p.m. Agency is Benton & Bowles, New York.

ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?



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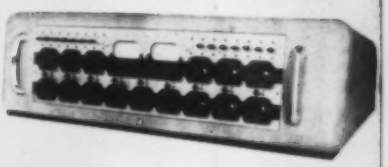

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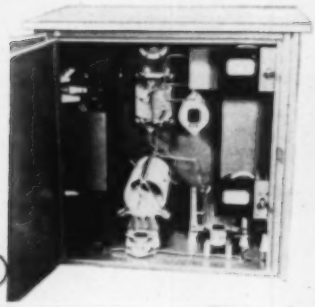


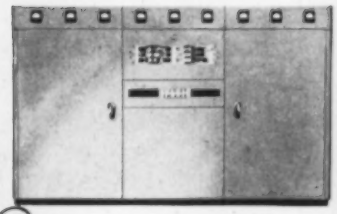
4

GATES

RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

5



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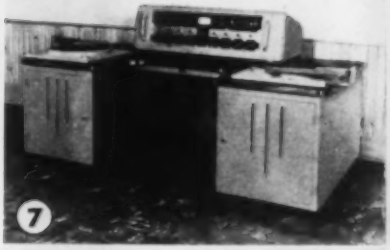

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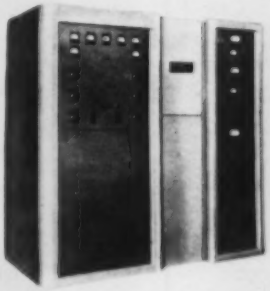

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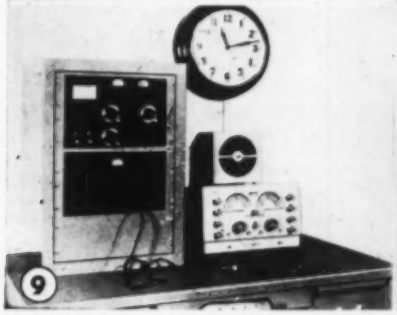

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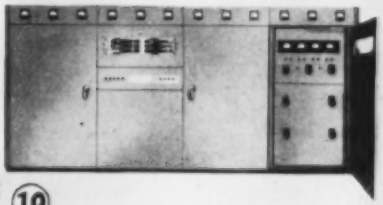

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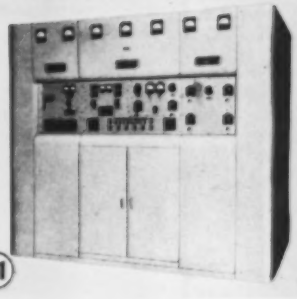


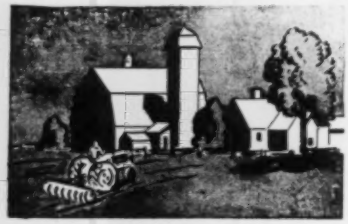
11

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
4. Gates Antenna Coupling Equipment.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

→ Quality PLUS ··· makes GATES ··· a MUST →

Rx FOR R

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.

330 West 42nd Street, New York City

Feature of the Week

ONE of radio's oldest breakfast-time shows—*The Early Birds* at WFAA Dallas—has turned 20 years old, and in celebration, it had a transcribed old-home-week of alumni who've made national names since their days on *The Early Birds.*

The show broke precedent for its anniversary festivities, March 27 to April 1, by using recordings of its former talent. Otherwise, the show is strictly a live-talent affair, with a cast of more than 25, heard Monday through Saturday, 7:15 to 8 a.m. (on WFAA's 820 frequency).

Heard on the special shows were Eddie Dunn, *The Early Birds* first announcer, now announcing for NBC's *Jack Berch Show;* Dale Evans, Roy Rogers' leading lady and wife, who sang blues at WFAA; Fred Lowery, the whistler, known as "The Texas Redbird" when he got his start on *The Early Birds.*

Ralph Nimmons, now WFAA national sales manager, resumed briefly as announcer on *The Early Birds,* while Alex Keese, also of WFAA sales' force, played again with the oldtime fiddle trio, along with Karl Lambertz, now manager of Muzak in Dallas.

Martin B. Campbell (center), managing director of WFAA Dallas, officiates as "Mister Hack Berry" (l) presents to Mayor Wallace Savage of Dallas the key to the "The Hack Berry Hotel."

* * *

Saluting the show as a Texas

(Continued on page 42)

On All Accounts

STRICT OBSERVANCE of the rule against burning one's bridges behind him has paid off for Bob Hetherington, recently elected vice president of WIL St. Louis.

If Bob hadn't left friends at WIL in 1948, after two years as a salesman there, chances are he wouldn't have been called back to the station as sales manager a year later. And if his superiors at the Automobile Club of Missouri, where he sold memberships as a younger man, hadn't hated to see him leave, the club probably wouldn't be buying time on WIL today.

BOB

Robert Maxwell Hetherington was reared into selling. A native of Harrisburg, Ill., his father died when he was a small boy, but he became attached to his stepfather, a ladies' ready-to-wear chain store manager. During Bob's school years, the family lived in 24 different cities, within a territory bounded by Syracuse, Richmond, Dallas, and Duluth. He believes his sales ability is a result of having learned to adjust himself to many types of people and their customs.

Bob's first selling jobs were as a newsboy and grocery store clerk in Maplewood, Mo., where he graduated from high school. At Lewis Institute, Chicago, he studied advertising and business administration, but only at night after long days on the circulation crew of a neighborhood newspaper. He later transferred to night school at Washington U., St. Louis, where he absorbed more advertising under J. W. (Scoop) Goldstein, vice president of Olian Advertising Co. In the daytime he sold vacuum cleaners for a utility company.

Bob had his first taste of radio in 1936 when Bill West, then manager of WTMV East St. Louis, hired him as a special salesman on a "Downtown Retailers Day" promotion. Sales jobs followed with Famous & Barr, one of the largest department stores in St. Louis, and with Marshall Field's big Chicago organization. Then Bob moved into intangibles for good. He started selling memberships for the Automobile Club of Missouri (now a steady WIL customer with spot announcements after local sports events); became Missouri state manager for the Farmer's Automobile Inter-Insurance Exchange; then assistant manager of the Public Loan Corp., St. Louis. The

(Continued on page 20)

WIBG AM/FM

EXCLUSIVE!

FOR THE **8TH** STRAIGHT YEAR OF BROADCASTING FOR THE ATLANTIC REFINING COMPANY

FOR THE **1ST** TIME BROADCASTING ALL HOME AND AWAY GAMES... OF THE PHILADELPHIA ATHLETICS

10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

DIAL **990**

with **BYRUM SAAM**

Outstanding play-by-play Sportscaster

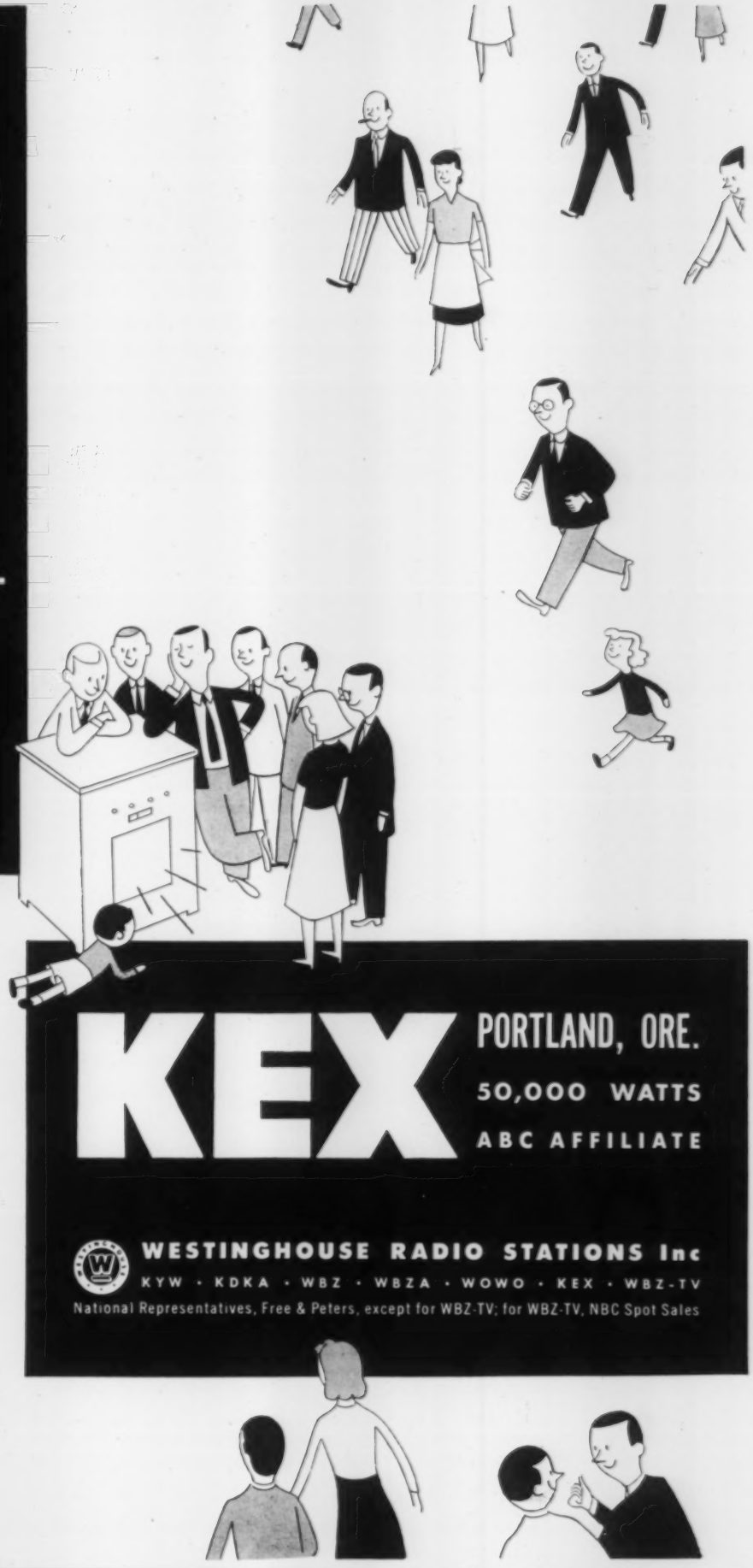
REPRESENTED BY ADAM J. YOUNG, INC.

WIBG

An ever-growing station audience..

(Now 295,470 BMB radio families daytime, 307,970 BMB radio families nighttime)

in the nation's fastest-growing state



KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · WBZ · WBZA · WOWO · KEX · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Open Mike

(Continued from page 12)

for the community good through his position.

If the station managers would really read and assimilate the many good things given them by the NAB, it would mean more money for the radio station. I realize that increased NAB dues seem, and may be, a bit high for some stations, but if they use NAB the way they should, it can help them present better radio, run a better station, and increase the quality of their station. . . .

. . . Any city that can afford a radio station certainly should be able to afford a manager who could devote more time to management and helping NAB . . . Judge Miller has done a great job . . . It's not his fault, or the fault of most of the officers. It's your fault, the owners and managers of radio stations.

N. L. Royster
Former Manager
WOLS Florence, S. C.
WBOY Lexington, N. C.

* * *

Aids Broadcasters

EDITOR, BROADCASTING:

Perhaps you can't satisfy all of your readers all of the time. Neither can we satisfy all our listeners and viewers all of the time. There is no question, however, that broadcasters are aided materially in doing a better overall job by your magazine. I hope that we fully appreciate the service you are rendering the industry and that we continue to supply the information and assistance you need to carry on this excellent service.

Robert B. Hanna
Stations Manager
WGY Schenectady, N. Y.

Explains Quiz Show

EDITOR, BROADCASTING:

I read with interest your editorial entitled "Who Quizzed Whom" in the March 27 issue. . . . The "aggressive program director" you refer to is undoubtedly Jack Hitchcock, for which we are duly complimented, and the western station could be none other than KCOL.

A word of explanation is in order. The news quiz show was worked out in cooperation with the journalism department of Colorado A&M College. The format is simple. Journalism students participate on a weekly show along with guest participants. Prizes are given to the winners. Because we are a small station without an adequate research staff to develop news quiz questions and answers, Jack Hitchcock conceived the idea of having a national news magazine prepare these questions. . . . *Quick* magazine was approached accepted the idea and requested permission to contact other stations. . . .

Now, I am against time chise deals as much as the next perso but I cannot see where this is an more of a time chisel deal than obtaining prizes from manufacturers in return for air plugs. . . .

. . . I did want to . . . assure your readers that the idea was instigated by us and not by *Quick* magazine. I still think it is a good idea and we intend to continue with it. You have an excellent magazine and I certainly go along with your policy of exposing P. I. and other time chisel deals.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col.

* * *

KERG Programming

EDITOR, BROADCASTING:

KERG, Eugene, Ore.'s newest radio station, is proud of its current programming policies. . . .

On the air since Nov. 18, 1949, KERG has concentrated on local level coverage. We have honestly attempted to follow the "block-program" technique, and it has proven very satisfactory. We program quality music in the classical, semi-classical, and popular vein as a common denominator, fitting the local special-events and sports programs in block-periods as well. . . .

. . . KERG is on-the-air proof that smaller-city radio CAN be better. . . .

Reg Roos
Program Director
KERG Eugene, Ore.

FIRST... ...with a SLIM TRIM DYNAMIC for TV

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof*. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

Model 655. *List Price*.....**$200**

RESPONSE: 40-15,000 C.P.S. ± 2.5 DB

POWER RATING: −53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

BLAST FILTER

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR ⅝"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

On All Accounts

(Continued from page 18)

war intervened, and for three years Bob was attached to the infantry and AAF Supply both in this country and in Europe.

Early 1946 found him on the sales staff of WIL after an uncle, Chris Hetherington, of John Blair's St. Louis office, had talked up the potential in radio sales. Two years later, Co-owner Frank Pellegrin of KSTL St. Louis invited Bob to join the sales force of the new station, then not even on the air. In April of last year, he returned to WIL as sales manager, and last Jan. 1 was elected vice president.

He has brought a number of accounts to the station, notably Wabash Railroad, Quinlan Dance Studios, Bandbox Cleaners, and McMahon Pontiac. He sold WIL's winter sports' schedule to Jack Kennedy Chevrolet.

Bob and Doris Lucille Clore of Golconda, Ill., were married Nov. 20, 1941, when she was a secretary at Monsanto Chemical Co., St. Louis. Today they live in St. Louis Hills, on the city's southwest side, where Bob spends his idle hours reading "who-dun-its," playing shuffleboard, rummy, poker, or canasta.

FOR MICROWAVE APPLICATIONS REQUIRING DEPENDABLE U-H-F PERFORMANCE!

HERE are well-known G-E planar types that take in stride frequencies of thousands of megacycles. *Proved* in military radar—*proved* in commercial u-h-f work—Lighthouse Tubes serve reliably, give long use, as high-level detectors; as pulsed and CW oscillators; and as frequency multipliers and power amplifiers.

If you design or build equipment of the following types, G-E Lighthouse Tubes should have your first consideration:

- Police, taxicab, and other mobile and fixed radio apparatus operating in the 450-460 mc band.
- U-h-f equipment for emergency communications work.
- Aircraft traffic and location control devices of various types.
- Communications multiplex equipment.
- Broadcast relay equipment.
- Telemetering transmitters.
- Microwave test apparatus.

By specifying General Electric Lighthouse Tubes, you further protect your customers in that replacements can be obtained locally. From coast to coast, G-E tube distributors with stocks on hand are equipped to give fast delivery.

Read the facts below about these modern, high-efficiency u-h-f tubes; then ask for prices and complete information. Also . . . G-E tube engineers will be glad to work personally with you in choosing the right types for your circuits. Address *Electronics Department, General Electric Company, Schenectady 5, New York.*

APPLICATION	GL-2B22	GL-2C40	GL-2C43
	H-f detector up to 1,500 mc.	R-f amplifier, converter, and local oscillator up to 3,370 mc.	R-f amplifier and oscillator from 200 mc up to 1,500 mc, and in special plate-pulsed circuits up to 3,370 mc.
MAXIMUM PLATE RATINGS			
Dissipation	———	6.5 w	12 w
Voltage, CW	———	500 v	500 v
Voltage, pulsed	100 v	———	3,500 v
Voltage, peak inv.	300 v	———	———
Current, average	20 ma	25 ma	40 ma

GENERAL ELECTRIC

190-J3

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S

No other Southern State rates as many firsts in Sales Management Survey as North Carolina. AND, WPTF with its central location, 50,000 watts at 680 KC, is North Carolina's Number One Salesman.

No. 1 SALESMAN IS

50,000 WATTS 680 Kc.

WPTF NBC AFFILIATE

★ also WPTF-FM ★

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 15 WASHINGTON, D. C., APRIL 10, 1950 $7.00 A YEAR—25c A COPY

NEW ELECTRONIC HORIZONS

NAB Engineering Meet Opens

By J. FRANK BEATTY

LATEST technical developments in broadcasting and telecasting, pointing the way to new electronic horizons, will be unveiled at NAB's Fourth Annual Engineering Conference, opening Wednesday at the Stevens Hotel, Chicago, as the first feature of convention week (see NAB Management Conference story page 25).

Several forays into the practical economics of engineering will be taken during the conference. The technical agenda includes papers by leading industry figures in such spheres as transmitters, recording, antennas, tubes, microphones, UHF, and the various television processes and devices (see summaries page 26).

Judging by advance registration at the weekend, the conference will draw an attendance of perhaps 500, same as last year's attendance (see advance registration list page 25). Arrangements have been in charge of Neal McNaughten, director of the NAB Engineering Dept., and Jessie Basnight, of the department, aided by members of the NAB Engineering Committee.

Conforming to a pre-conference survey, three-fifths of the papers will deal with various phases of television. The subject of TV color will enter the discussions only indirectly.

FCC Industry Roundtable

Winding up the conference will be the annual FCC-Industry Roundtable, moderated by Stuart L. Bailey, of Jansky & Bailey, Washington consulting firm. Participating for the FCC will be Curtis Plummer, chief engineer; John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Div.; Cyril M. Braum, chief, FM Broadcast Div.; Edward W. Allen, chief, Technical Research Div.; Edward W. Chapin, chief, Laboratory Div.

Industry participants in the roundtable will be Raymond F. Guy, NBC; E. K. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Robin D. Compton, WOIC (TV) Washington; Mr. McNaughten.

With no holds barred, the industry spokesman will seek the whys and wherefores of regulatory developments although an effort will be made to confine discussion to "answerable questions" instead of letting it slow up in futile talk about issues for which no definite answers can be given.

As usual, the engineering agenda covers enough technical papers to provide long work-days. Meetings will start at 9 a.m. and continue to 5:30 or 6 p.m. Every minute will be filled, aside from brief recess periods, and luncheons will be work sessions.

Ebel Is Chairman

Presiding at sessions will be members of the NAB Engineering Committee, headed by Chairman A. James Ebel, WMBD Peoria, Ill., and Mr. McNaughten.

Among technical developments in the last year are improved transmitters for AM, FM and TV, along with equipment for UHF operations at Bridgeport, Conn., Pittsburgh and Nashville. The RCA-NBC experiments at Bridgeport will be discussed at length. Antenna progress will be reviewed along with operations of TV networking facilities.

New to the annual conference will be a discussion of engineering for transit radio. Advances in recording techniques will be described.

The economic side of engineering enters the conference via the papers on new types of equipment with low-cost operation, management economics and a panel, "Engineers and Management," to be directed by Richard P. Doherty, director of the NAB Dept. of Employe-Employer Relations. This panel is scheduled Saturday morning just before the FCC-Industry Roundtable.

Final event of the four-day session is a meeting of the NAB Recording & Reproducing Standards Committee, scheduled at 3 p.m. Saturday. The committee is expanding the standardization project started before the war. It will take up new standards covering wow factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

These standards are expected to come before the Engineering Committee at a meeting to be held Wednesday. They require board approval before becoming effective.

Registration Desk Opens Wed.

Registration desk for engineering delegates will be in Exposition Hall, in the Stevens basement. It will open at 9 a.m. Wednesday. The Engineering Committee is to meet during the day. Informal reception for speakers and delegates will be held 6-8 p.m.

The annual equipment and broadcasting service displays will open at 10 a.m. Wednesday, a day earlier than last year. This will give the technical-minded delegates a day to inspect light and heavy equipment. The heavy exhibits are

(Continued on page 24)

P&G'S MORGENS

Radio Healthy, Despite TV

"AS WE PROJECT television's growth into the future, we look forward not to dropping our radio properties but to lowering their costs."

That was the statement made last week by Howard J. Morgens, vice president of Procter & Gamble Co., the biggest buyer of radio time.

Speaking before the New York Radio Executives Club at a luncheon last Thursday, the P&G vice president said both radio and television would be "great and constructive forces in America for many years to come" only if they enabled advertisers to deliver advertising messages "effectively and efficiently."

Lower Time Costs

"We look forward to lower radio time costs, in areas of relatively high television development, as confidently as we do to higher television time costs in those areas," he said.

"We also look forward to working with our radio talent to lower program costs—particularly on our higher priced shows. Our aim will be to continue the programs without any sacrifice in program quality and to keep them as effective, efficient advertising vehicles. We think that this point of view also serves the interest of healthy radio."

P&G, he said, intends to use television "on a broad scale" but for only one reason—to sell merchandise to the consumer.

"It should be used only if it will accomplish that job just as efficiently per dollar spent as other media," he said.

'Business-Like Reasons'

"It doesn't help television at all for an advertiser to sponsor a much too expensive show for a short period and then to bow out," he said. "If all television programs are bought for hard-headed, business-like reasons only, it will help more than anything else to hold costs in line with effective results and that, in turn, will help television to grow in a sound and orderly fashion."

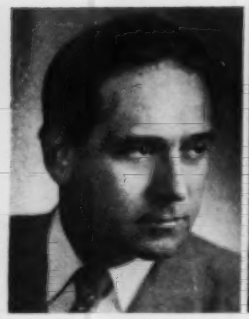
P&G's broad attitude toward radio and television, Mr. Morgens said, was that both media are "entering an extremely difficult period."

"Radio is in a period of declining values—which is always difficult," he said. "Television is in a period of such rapid growth that it has many boom town aspects to it, and no one knows just how high its sharply rising costs will ultimately be. . . . In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

Amplifying his company's attitudes toward radio, Mr. Morgens said that P&G does not intend "to be panicked by any of the figures now appearing which show the effect of television's impact on radio listening."

"Neither do we intend to be panicked by any casual phrases such as one occasionally hears to

(Continued on page 54)

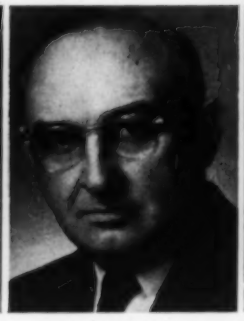


Mr. McNaughten

Mr. Poppele

Mr. Pyle

Mr. Ebel



Mr. Hirsch

Mr. DeWitt

. . . to Preside at Engineering Sessions

Engineering Conference AGENDA

Wednesday, April 12

Registration Desk open for Engineering Conference—Exposition Hall, Stevens
Exhibits Officially Open—Exposition Hall, Stevens
Meeting, NAB Engineering Executive Committee—Stevens
Informal Reception for Engineering Conference Registrants and Speakers—Stevens, 6:00 to 8:00 p.m.

Thursday, April 13

9 a.m.—12:45 p.m.
North Ballroom, Third Floor
Presiding: J. R. Poppele, WOR, New York, member, NAB Engineering Executive Committee.
CO-CHANNEL AND ADJACENT CHANNEL TELEVISION INTERFERENCE TESTS— J. W. Wright, CBS.
OBJECTIVES OF THE NBC BRIDGEPORT, CONN., UHF INSTALLATION—Raymond F. Guy, NBC.
THE BRIDGEPORT INSTALLATION:
PART I. A ONE KW UHF TELEVISION TRANSMITTER—T. M. Gluyas, RCA Engineering Products, Camden.
PART II. A HIGHGAIN UHF TELEVISION TRANSMITTING ANTENNA SYSTEM—O. O. Fiet, RCA Engineering Products, Camden.
A 5 KW TELEVISION TRANSMITTER OF ADVANCED DESIGN—John Ruston, Allen B. DuMont Labs, Passaic, N. J.
THE NEW SYNCHRONIZING GENERATOR— C. L. Ellis, General Electric Co., Syracuse.
SELECTING A TELEVISION TRANSMITTER SITE FOR 600 mc AND CHANNEL 4, USING PULSE TECHNIQUE—Lucien E. Rawls, WSM, Nashville.
UHF PROPAGATION TESTS AT KDKA PITTSBURGH— Ralph Harmon, Westinghouse Radio Stations, Washington.

12:45 to 2:30 p.m.—Boulevard Room
Presiding, Neal McNaughten, director, NAB Dept. of Engineering.
Address of Welcome—Judge Justin Miller, President, NAB.
THE HISTORY OF BROADCASTING—Raymond F. Guy, president, Institute of Radio Engineers.

2:30 to 5:30 p.m.—North Ballroom
Presiding: Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; member, NAB Engineering Executive Committee.
BASIC OPTICAL REQUIREMENTS FOR A GOOD TELEVISION BROADCAST—F. G. Back, Television Zoomar Corp., New York.
THE EVOLUTION OF STUDIO LIGHTING—Richard Blount, General Electric Co., Nela Park, Cleveland.
THEATRE TELEVISION CONTROL FACILITIES—Robert F. Bigwood, DuMont Television Network, New York.
RECESS PERIOD—J. Roger Hayden, International Derrick & Equipment Co., Columbus, O., will show color movies of the construction of 1057-foot Tower of WCON, Atlanta.
A MODERATE SIZE TELEVISION STUDIO AND TRANSMITTER INSTALLATION—Ernest L. Adams, WHIO-TV Dayton, O.
GRAPHICAL DESIGN OF GRID MODULATED POWER AMPLIFIERS FOR TELEVISION — John Lorber, Raytheon Mfg. Co., Waltham, Mass.

FRIDAY, APRIL 14

9 a.m. to 12:30 p.m.—North Ballroom
Presiding: John H. DeWitt, Jr., WSM,
(Continued on page 49)

New Electronic Horizons

(Continued from page 23)

on display in Exposition Hall. Light equipment and services occupy the entire fifth floor, dubbed the Magical Fifth (see Exposition Hall story page 27 and fifth floor story page 27 for description of exhibits).

Arthur C. Stringer, assistant to the NAB secretary-treasurer, is in charge of the exhibits, comprising one of the nation's top industrial expositions.

The exhibits will open on the following schedule: Wednesday, April 12, 10 a.m. to 9 p.m.; Thursday and Friday, 9 a.m. to 9 p.m.; Saturday and Sunday, 9 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m. Though the Management Conference runs to Wednesday noon, the exhibits will be dismantled starting at 5 p.m. Tuesday. All Stevens elevators will go to Exposition Hall on request.

Poppele Presides

Formal meetings will open Thursday at 9 a.m. with Jack R. Poppele, WOR New York, presiding. He will introduce the first speaker, J. W. Wright, of CBS, who will discuss co-channel and adjacent channel TV interference tests.

Three speakers will cover the RCA-NBC UHF project at Bridgeport, Raymond F. Guy of NBC and T. M. Gluyas and O. O. Fiet, of RCA. Other morning speakers include John Ruston, Allen B. DuMont Labs., on a 5 kw TV transmitter; C. L. Ellis, General Electric Co., on a synchronizing generator; Lucien E. Rawls, WSM Nashville, on UHF transmitter site selection, and Ralph Harmon, Westinghouse Radio Stations, describing UHF propagation tests at Pittsburgh.

Mr. McNaughten will preside at the Thursday luncheon and will introduce NAB President Justin Miller, who will deliver the formal address of welcome. Luncheon speaker will be Mr. Guy, who is president of the Institute of Radio Engineers. He will give a history of broadcasting.

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., will preside at the Thursday afternoon session. Speakers will be F. G. Back, Television Zoomar Corp., on TV optics; Richard Blount, General Electric Co., on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHIO-TV Dayton, Ohio, on moderate-size TV installation; John Lorber, Raytheon Mfg. Co., on TV grid modulated power amplifiers.

During the afternoon recess a color film of the construction of the 1,057-foot tower of WCON Atlanta will be shown by J. Roger Hayden, International Derrick & Equipment Co.

Friday Session

Presiding at the Friday morning meeting will be John H. DeWitt Jr., WSM Nashville. Morning speakers will be E. Bradburd, Federal Telecommunications Labs., speaking on 5 kw VHF air-cooled TV transmitters; L. J. Wolf, RCA Engineering Products, on a VHF supergain antenna for TV; Blair Foulds and Frank N. Gillette, General Precision Lab., on 16 mm TV projectors; Charles E. Schooley, AT&T, on TV networking; Mr. Compton of WOIC, on TV economics; Thane E. McConnell, Collins Radio Co., on a 10 w FM transmitter.

Mr. Ebel will preside at the Friday luncheon session at which G. Emerson Markham, director of the NAB Television Dept., will speak on television's possibilities.

K. W. Pyle, KFBI Wichita, an alternate member of NAB's Engineering Committee, will preside Friday afternoon. Speakers include Charles Sheridan, Transit Radio Inc., on transit's engineering; John K. Hilliard, Altec-Lansing Corp., on a miniature condenser microphone; John V. L. Hogan, Hogan Labs., on facsimile; Lauren K. Findley, Collins Radio Co., on a 1 kw AM transmitter; W. S. Bachman, Columbia Records, on hot-stylus recording technique; Fred Grimwood, Gates Radio Co., on a 5 kw AM transmitter.

Mr. McNaughten will preside Saturday morning. Two papers are scheduled, with W. Earl Stewart RCA, discussing work of the recording standards group, and George Adair, consultant, describing FCC audio proof-of-performance tests. After the labor session Mr. Bailey will open the FCC-Industry Roundtable.

Meetings in North Ballroom

Engineering Conference meetings will be held in the North Ballroom third floor. Luncheons will be held in the Boulevard Room.

No tours of factories are planned this year. Mr. McNaughten has arranged with Chicago TV stations to permit inspection of their equipment and facilities by delegates. This will be done on an informal basis, with no schedule arranged.

Broadcasting's Suite

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

NAB Independent's Day AGENDA

Sunday, April 16

Open to non-members as well as members of NAB South Ballroom, Third Floor, Stevens Hotel

9:30 a.m.—Opening Address of Welcome, Lee Jacobs, KBKR Baker, Ore., Chairman, Unaffiliated Stations Convention Subcommittee
10:00 a.m.—The Out of Home Audience—Its Size, Measurement, Who Has It?
A. A Research Report illustrated with color slides: Sydney Roslow, president of The Pulse Inc.
B. How to Promote, Program and Sell the Out of Home Audience: Hugh Feltis, KING, Seattle, Chairman; Norman Glenn, Sponsor Magazine.
11:30 a.m.—Mail Order Business, Cecil Hoge, Huber-Hoge Inc.; Ralph Weil, vice president and general manager, WOV New York.
12:30 p.m.—Luncheon, Edgar Kobak, business consultant, "Let's Face It."
2:30 p.m.—How to Develop and Sell New Program Resources, Arnold Hartley, vice president and program manager, WOV New York, chairman; Carl Haverlin, president, BMI; Charles E. Rynd, president, Ampex Co.; Edward Gruskin, chief radio officer, ECA; Foy Kohler, Voice of America; Pierre Crenesse, director, North American Service, French Broadcasting System; Sellman C. Schulz, vice president, Decca Records Inc.; Joe Csida, director of popular artists and repertoire, RCA Victor; John Sinn, Frederic W. Ziv Co. and World Broadcasting System; Maurice Mitchell, director, Broadcast Advertising Bureau; Jerry Franken, Billboard.
4:15 p.m.—Sports Clinic—Its Audience Sales, Legalities, Promotion, Pat MacDonald, WHHM Memphis, chairman.
The Legal Aspects—Leonard Marks, Cohn & Marks.
Programming and Selling Sports Adjacencies—Ben Strouse, vice president and general manager, WWDC Washington.
General Discussion

CONVENTION GAVEL POISED

Eight-Day NAB Program Set

EIGHT-DAY program covering the full range of broadcast problems neared completion last week as NAB headquarters laid out plans for the industry's annual convention week April 12-19 at the Stevens Hotel, Chicago.

The four-ply schedule opens Wednesday when the annual equipment exposition is unveiled. Technical delegates will assemble for the annual Engineering Conference, with reception scheduled in the evening (see conference story page 23 and agenda page 24).

Second event will be the Independent's Day program scheduled Sunday, April 16, second event of this type. The all-day program carries practical sales, programming and promotion themes (see agenda, page 24).

Monday morning meeting for FM stations will be held just prior to the formal opening ceremonies at the noon luncheon.

The Management Conference luncheon will move at once into the Eighth St. Theatre for afternoon talks and a labor panel (see details below). Closing the management meetings will be a Wednesday morning TV session.

Banquet Is Tuesday

Annual banquet will be held Tuesday evening, with BMI providing entertainment.

Advance registration of nearly 550 at the weekend was running slightly ahead of last year, with prospect that final attendance figures would pass the 2,000 mark.

Network participation in the convention will consist mainly of station relations personnel, with a minimum of top-level attendance.

Numerous side meetings have been arranged during the convention, starting with the NAB Engineering Committee, which plans an all-day session Wednesday, April 12. The meeting will be held in Private Dining Rooms 5 and 6 at the Stevens.

An all-day meeting will be held Friday by BMI field men, starting at 9 a.m., in PD6.

Saturday Sessions

Series of meetings will be held Saturday. The University Assn. for Professional Radio Education meets Saturday afternoon and Sunday in PD2. The association comprises colleges providing radio degree instruction, with Russel Porter, U. of Denver, as president. The group seeks to promote standards of professional radio training.

The NAB board meets Saturday for a luncheon session at 12:30 p.m. in the Lower Tower Room. The board will consider recommendations for the new post of general manager, created at the board's February meeting. A special committee headed by Clair R. McCollough, WGAL Lancaster, Pa., retiring director-at-large for small stations, will make a formal report on its study of candidates for the office. Newly elected board members are expected to sit at the meeting.

The NAB Recording & Reproducing Standards Committee meets Saturday at 3 p. m. in the South Ballroom, third floor.

Go'fers Gather Sunday

The annual NAB golf tournament for the BROADCASTING-TELECASTING trophy will be staged Sunday at the famous Tam O'Shanter course. Special busses will leave from the Stevens. Entries will be received by the golf tournament director, 870 National Press Bldg., Washington 4, D. C.

Opening the Sunday list of meetings is the BMI board, convening at 10 a. m. in PD6. MBS affiliates will meet 3-5 p. m. in the Upper and Lower Tower Rooms. District chairman of NAB employe-employer relations committees will meet at 4 p. m. in PD12. The Council of Radio Journalism meets at 7 p. m. in PD5. Annual dinner will be held Sunday evening by the "Vip" group that made a post-war inspection trip of European radio facilities.

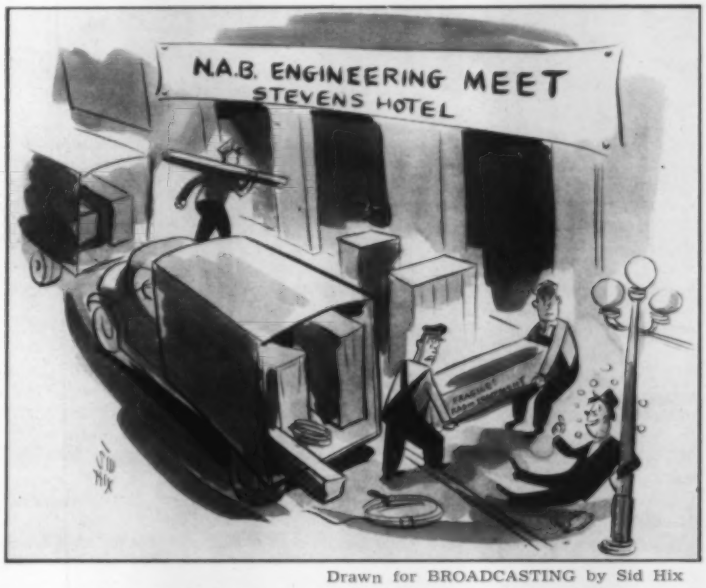
Clear Channel Broadcast System members will meet Monday, April 17, 9 a. m. to noon.

Another Monday event is the annual BMI-NAB "Oldtimers Dinner" with BMI serving as host to its directors and former directors. Dinner will be held at 6 p. m. at the Ambassador East.

"Annual Scratch" of the Flea Circus group, comprising NAB alumni and staff members as well as representatives of associate member companies who made the annual district meeting trek some years ago, is scheduled Tuesday, April 18, at 5:30 p.m. in the suite of Standard Radio Transcription Service.

The Independent's Day meeting

(Continued on page 48)



Drawn for BROADCASTING by Sid Hix

"Shay, Buddy, where can I find thish 'Magical Fifth'?"

GENERAL MILLS

Buys 65 NBC Half-Hours For Summer Drive

GENERAL MILLS has bought 65 half-hour periods on NBC for a whirlwind summer advertising campaign, it was announced last week.

All programs used in the campaign [BROADCASTING, March 27] will be nighttime shows and will be broadcast in periods that become available as other sponsors take summer hiatuses.

The full schedule has not been set.

Although the products to be promoted on the special campaign were not announced, BROADCASTING learned three weeks ago that General Mills intended to invigorate its advertising for Wheaties, a cold cereal, this summer. The agency placing the special NBC order is Knox-Reeves, Minneapolis which handles the Wheaties account.

May 1 to Sept. 7

The announcement of the purchase of the 65 half-hours was made by NBC and by Lowry Crites, director of media of General Mills. The special schedule will begin May 1 and continue through Sept. 7.

The total price that General Mills paid for the 65-show schedule, including time and production was reported to be $700,000.

Three weeks ago Mr. Crites was known to have asked three networks to submit such a package for the projected summer campaign. Aside from NBC, ABC and CBS were approached by the General Mills executive.

Under terms of the agreement with General Mills, NBC will submit programs for its sponsorship as they become available during summer vacations from the air of their regular sponsors. Some sustainers may also be used.

The General Mills use of established network programs on the limited sponsorship basis was somewhat comparable to the technique introduced by Ford Dealers Assn. several months ago in a campaign to announce new models [BROADCASTING, Jan. 16].

NAB Engineering Conference Advance Registration

Adams, Ernest L., WHIO Dayton, Ohio; Adler, Ben, Adler Engineering Co., New Rochelle, N. Y.; Allen, Walter H., KALB Alexandria, La.; Amoo, Lloyd R., KIOA Des Moines, Iowa; Artman, Robert G., KMBC Kansas City, Mo.; Babcock, W. L., RCA Victor, Camden, N. J.; Back, Dr. F. G., Television Zoomar Corp., New York; Bain, D., RCA Victor, Camden, N. J.; Bartlett, F. E., KSO Des Moines, Iowa; Bates, Al, KFAB Omaha, Neb.; Beatty, J. Frank, BROADCASTING-TELECASTING; Beville, Ross H., WWDC Washington; Binns, F. D., WLAC Nashville; Blocm, J. D., WWL New Orleans; Boundy, Glenn G., WJBK Birmingham, Mich.; Browning, Elliot A., WTAG Worcester, Mass.;

Caldwell, Ken, KCRG Cedar Rapids, Iowa; Carlson, Howard C., KAYL Storm Lake, Iowa; Cassens, G. J., WLDS Jacksonville, Ill.; Caudle, L. L., Jr., WSOC Charlotte, N. C.; Chismark, Albert H., WTRY Troy, N. Y.; Church, Arthur B., KMBC-KFRM Kansas City, Mo.; Clammer, E. S., RCA Victor, Camden, N. J.; Clarke, Fred C., KAAA Red Wing, Minn.; Cook, Kenneth H., Kansas City, Mo.; Cooke, Kenneth R., WGBI Scranton, Pa.; Courchene, Homer, WLS Chicago, Ill.; Craven, T. A. M., Craven, Lohnes & Culver, Washington; Cross, Robert, KROC Rochester, Minn.; Curtis, James R., KFRO Longview, Tex.; Dahl, Don, KGVO Missoula, Mont.; DeWitt, John H., WSM Nashville, Tenn.; Dieringer, Frank, WFMJ Youngstown, Ohio; Dowdell, John T., WIBX Utica, N. Y.; Duszak, H., RCA Victor, Camden, N. J.;

Ebel, A. James, WMBD Peoria, Ill.; Engle, Sam W., KWBE Beatrice, Neb.; Fallain, Frank D., WFDF Flint, Mich.; Felts, T. R., WTHI Terre Haute, Ind.; Fiedler, Leroy F., WKBW Buffalo, N.Y.; Findley, Lauren K., Collins Radio Co., Cedar Rapids, Iowa; Fox, Robert A., WCAR Cleveland, Ohio; Florance, Herbert C., KDFC, Sausalito, Calif.; Froke, Lester, KELO, Sioux Falls, S. D.;Gardner, Kenneth J., WHAM Rochester, N. Y.; Gillett, Glenn D., Glenn D. Gillette & Assoc., Washington; Glanton, Roy, WOW Omaha; Green, John A., Collins Radio Co., Cedar Rapids, Iowa; Grove, William C. KFBC Cheyenne, Wyo.;

Hadlock, W. O., RCA Victor, Camden, N. J.; Hamrick, William H., WWNC Asheville, N. C.; Hancock, Robert I., KDTH Dubuque, Iowa; Harmon, Ralph N., Westinghouse Electric Corp., Washington; Hayden, J. Roger, Int'l Derrick & Equipment Co., Columbus, Ohio; Hedrick, Phil F., WSJS Winston-Salem, N. C.; Herold, Joseph, WOW Omaha, Neb.; Hirsch, Oscar C., KFVS Cape Giradeau, Mo.; Hixenbaugh, George P., WMT Cedar Rapids, Iowa; Hoffman, Karl B., WGR Buffalo, N. Y.; Holbrook, R. H., WSB Atlanta, Ga.; Hoisington, Duane W., KAYS Hays, Kans.; Hopkins, A. R., RCA Victor, Camden, N. J.; Hulick, Henry, Jr., WPTF Raleigh, N. C.; Jackson, A. H., Blaw-Knox Co., Pittsburgh; Kelley, F. J., WTSP St. Petersburg, Fla.; Kessler, Robert E., Allen B. DuMont Labs Inc., Clifton,

(Continued on page 49)

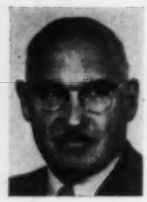
Summaries of Technical Papers to Be Delivered

At The NAB Engineering Conference

Co-channel and Adjacent Channel Television Interference Tests—J. W. Wright, CBS.

A series of tests were performed to determine the highest undesired to desired signal ratios at which viewers are not annoyed by interferences of different kinds for both field sequential color and for the standard black and white system. 293 viewers were tested for standard co-channel, offset carrier, thermal noise, diathermy, and upper and lower adjacent channel interference. Critical viewing tests by engineers were made of multiple image, impulse noise, and c-w interference. Results indicate that there is no important difference between the tolerable interference ratios for a field sequential color system and those for the standard black and white system. Relationship of the tolerable levels of interference to the FCC Standards of interference will be shown.

Mr. Wright



Mr. Guy

Objectives of the NBC Bridgeport UHF Installation—Raymond F. Guy, NBC.

The author will describe the purposes of the project, the timing which was projected for it, and the division of work among the RCA companies to most fully utilize the skill and experience available. A description of the station will be given, illustrated with slides. The paper will describe the results of the tests up to the time of presentation.

1 KW UHF Television Transmitter —Part I, The Bridgeport Installation—T. M. Gluyas, RCA.

A 1 kw UHF television transmitter operating from 529-535 mc is described. Methods of employing eight standard tubes in the output stage to develop the required power, design problems encountered, the measuring techniques employed and novel features are covered. Performance data are included.

Mr. Gluyas

Mr. Fiet

A Highgain UHF Television Transmitting Antenna System (Part II, The Bridgeport Installation)—O. O. Fiet, RCA.

A UHF television transmitting antenna of high power gain will be described. This antenna is designed to operate from 529 to 535 mc. Problems associated with transmission lines and the application of wave guide techniques to the system will be discussed. Performance data, design problems, experimental techniques and novel features will be presented.

A 5 KW Television Transmitter of Advanced Design—John Ruston, Allen B. DuMont Labs.

This transmitter basically employs well established techniques adapted to the particular requirements of television transmitters to obtain maximum reliability and simplicity of manufacture, operation and maintenance. Features of the transmitter which will be described include: "Medium level" modulation followed by a small number of broadband stages, one of which contains a simple notching filter for lower sideband attenuation; simplified tuning of the broadband stages with built-in equipment; generous fault locating and monitoring facilities; division of the equipment into a self contained 500 w television transmitter, a 2.5 kw aural amplifier and a 5 kw visual amplifier; the use as far as possible of similar units in the high and low band and the visual and aural transmitters; and the use of air-cooled tubes throughout.

Mr. Ruston

Mr. Ellis

The New Synchronizing Generator—C. L. Ellis, General Electric Co.

The author briefly discusses the functions of a synchronizing generator in a television system, describing the new generator, using circuits which eliminate the majority of the controls and adjustments usually characterizing apparatus, emphasizing the degree of reliability, dependability, and ease of operation. The design and function of the special circuits which provide automatic timing, sixth synchronizing signal composition, pulse widths, and flexibility of operation are discussed. Also described are new provisions for rapid on-the-spot trouble shooting and servicing incorporated in this synchronizing generator.

Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique—Lucien E. Rawls, WSM Nashville.

The selection of an optimum transmitter site is one of the major problems encountered prior to the construction of a new television station. To assure a proper selection, it is often desirable to evaluate the adequacy of a proposed site experimentally. To select a location for WSM-TV Nashville, tests have been made on a proposed transmitter site to determine its suitability for Channel 4 and for the proposed UHF band. The pulse or radar technique was employed at both 70 mc and 600 mc, using an e.r.p. of about 25 kw. An extensive field intensity survey, as well as measurements of the delay and amplitude of ghost or echo signals that would degrade otherwise good picture service, was made throughout the urban Nashville area.

Mr. Rawls

Mr. Harmon

UHF Propagation Tests at KDKA Pittsburgh — Ralph Harmon, Westinghouse Radio Stations Inc.

Further expansion of television channels beyond the present 12 VHF channels contemplates the use of the UHF spectrum above 470 mc. A study of propagation at 508 mc in the relatively rough terrain of Pittsburgh is described. Measurements of propagation of KDKA-FM on 92.9 mc were also made in order to compare transmission at the lower frequencies. Particular attention was given to the characteristics of the received signals on 92.9 and 508 mc in shadowed areas. The survey shows that much higher radiated power will be required to produce satisfactory signal levels at 508 mc than at 92.9 mc, and that multipath or ghosting will be more prevalent at 508 than at 92.9 mc.

The Evolution of Studio Lighting—Richard Blount, General Electric Co.

Early TV camera tubes were extremely insensitive, requiring lighting levels greater than 1,000 footcandles which are difficult to obtain over large areas and preclude lighting effects which aid in producing three-dimensional quality. Subsequent tubes have required increasingly fewer footcandles, working very well between 50 and 100 footcandles, matching available light sources, producing excellent tonal rendering, and making possible the use of fewer lighting fixtures. The flexibility of such a system permits lighting for specific effects and an uncluttered floor, which facilitates the use of a variety of camera angles producing more interesting and hence more salable programs.

Mr. Blount

Mr. Back

Basic Optical Requirements for a Good Television Broadcast—F. G. Back, Television Zoomar Corp.

To achieve best results on a television broadcast, lighting conditions, proper selection of lenses, electrical characteristics of orthicon, and electrical adjustments of the camera chains are basic requirements. Each of these requirements influences the other and has to be chosen correctly. All conditions have to be well analyzed and brought into relation to each other. The manner in which this can be done most effectively will be discussed.

A Moderate Size Television Studio and Transmitter Installation—Ernest L. Adams, WHIO-TV Dayton, Ohio

This paper consists of a discussion of the design problem peculiar to a TV station. It will include practical examples of how one station approached some of these problems, as well as the conclusions reached after more than one year of operation. The facilities of an efficient, modern station will be shown and the utilization of these facilities will be discussed with the advantages and disadvantages of the various features being pointed out.

Mr. Adams

Mr. Bigwood

Theatre Television Control Facilities—Robert F. Bigwood, DuMont TV Network.

Experience has shown that reli

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In The Stevens' Exposition Hall — CONVENTION EXHIBITS — Displays Located On Fifth Floor

SHOWING of the newest developments in heavy equipment will be afforded broadcasters and telecasters at the NAB Convention. On display will be samples of wares exhibited by numerous manufacturers of transmitters and related equipment, including antenna and tower structures.

The stress in late developments is on new processes of transmission for AM-FM-TV broadcasters, promising them a better return on their investment. New transmitter types—such as those reported by DuMont, General Electric and Collins—feature low-cost tube complements and operations, aimed at cutting the expense to the owner.

A number of firms are announcing additional availabilities in television equipment—the result of continuous post-war research in the manufacturers' laboratories. Featured along with these are various developments for the currently expanding use of radio relay facilities for video as well as radio.

Continued modeling of transmitters via the air-cooled route is noticeable in the trend of availabilities offered. Emphasis also is on tube life, with manufacturers working to produce tube products which can better eliminate noise and distortion. Monitoring processes also have been improved for the AM, FM or TV signal.

Tower Showings

In the tower equipment field, companies are exhibiting illustrations of 1950 methods in installation of all types of tower construction. Highlighted are all-purpose adaptation of tower designs to support high-frequency antennas.

Integration of studio equipment with that of transmitting units, both along modern design, marks a continued drive toward perfection with the least possible effort and space.

Following are brief descriptions of transmitting and other equipment now available to AM, FM, TV stations, as reported to BROADCASTING and on display in Exposition Hall, Stevens Hotel:

Andrew Corp.

MULTI-TV transmitting antenna with unique feature in that it is capable of being fed by a single transmission line, is offered in Andrew Corp.'s exhibit. Other items for display include the firm's Multi-V FM broadcasting antenna, 2,000 mc parabolic antenna, and the Type 1,900 Automatic Dehydrator. Also included are samples of the new ultra low loss, Teflon insulated transmission line for television and UHF relay use. Standard RMA transmission line and tower lighting equipment are additional Andrew products to be shown.

Representing Andrew Corp.: Dr. Victor J. Andrew, chairman of the board; C. Russell Cox, director of sales and engineering; John S. Brown, chief engineer; M. W. Scheldorf, chief research engineer; John McCleod manager, Broadcast Consulting Div., and John A. Estelle, district manager.

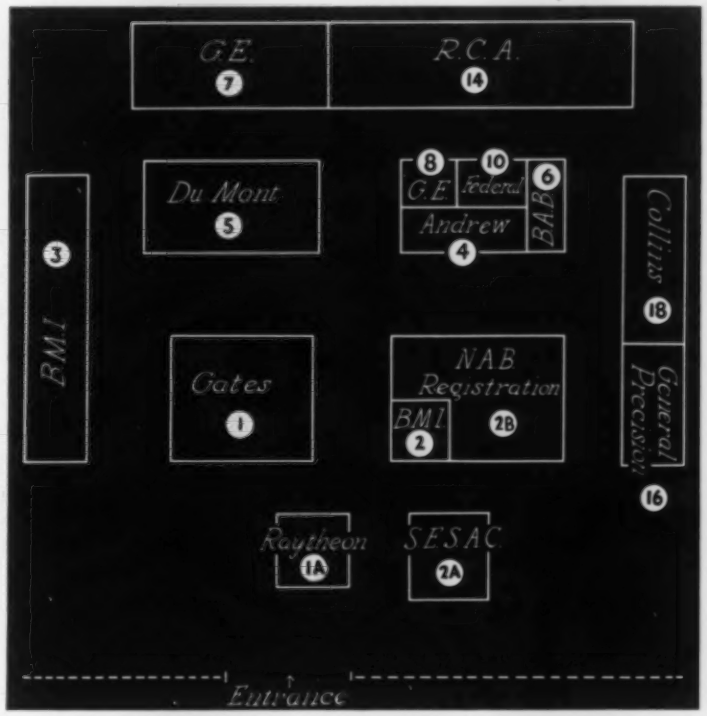
ALL THAT's new in programming, transcription services, allied arts and the light equipment field will be displayed in Chicago during NAB Convention week by associate member companies. The exhibits, with two exceptions, will be on the fifth floor of the Stevens Hotel.

Broadcast Advertising Bureau, NAB advertising unit, and Broadcast Music Inc., industry music copyright organization, will have their main exhibits in Exposition Hall instead of on the fifth floor. Their exhibits are described in the article covering heavy equipment.

Some of the fifth floor exhibitors plan to give souvenirs to visitors. Others will have playback equipment to demonstrate transcribed programs. Some firms will build their exhibits around promotion material, blow-ups and similar devices.

Playback equipment for a variety of music uses now served by leased wires — for background purposes in hotels, restaurants, etc—and tape recorders embracing the newest developments will be demonstrated during the Engineering and Management conferences. Refinements in speech input equipment also will be shown.

Television-wise, super-speed film projectors designed to give "live" studio clarity and flying spot scanners, as well as new camera chains and monitoring equipment, will be featured in displays.



Floor Plan of Exhibits in Exposition Hall

Broadcast Advertising Bureau

IN ADDITION to samples of all selling aids (dealer co-op, *Pitch*, Retail Information Folders, Retail Service Bulletins, Slide Film No. 1, Direct Mail Series No. 1, *Radio's Feminine Touch*, etc.), Broadcast Advertising Bureau plans to exhibit: BAB Stripfilm No. 2, devoted to national spot selling; BAB Direct Mail Campaigns Nos. 2 and 3; preview of the second in a series of program type sales presentations (on news programs); preview of a brand-new study giving successful television advertising techinques in 35 retail classifications, and BAB's first TV department story ad study.

Members of the BAB staff will be stationed at the BAB booth at all times to explain material to broadcasters, as well as to consult with them on selling problems, whose effectiveness the various BAB aids are designed to increase.

• • •

Broadcast Music Inc.

COMMEMORATING its 10th anniversary at the NAB Convention, BMI will place emphasis on the growth of its music repertoire representing the combined efforts of BMI itself, such subsidiaries as Associated Music Publishers and BMI Canada Ltd., and various publishing firms associated with firm. Spotlight will be on outstanding BMI-licensed song hits of the past 10 years, as well as current hits. Broadcasters will have an opportunity to inscribe their names in the permanent BMI ledger, to be displayed in Booth No. 2 of the Exposition Hall.

Representing BMI will be Carl Haverlin, president; Sydney M. Kaye, co-chairman of the board of directors and executive vice president; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, vice president in charge of finance; M. E. Tompkins, AMP president; and others including Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Lin Pattee, Ken Sparnon, Dorsey Owings, Burt Squire, Hy Reiter and M. H. Shapiro.

• • •

Collins Radio Co.

TWO NEWLY developed transmitters are among Collins Radio Co., Cedar Rapids, Iowa, attractions. Result of post-war engineering techniques in firm's laboratory is Collins latest 20V 1 kw AM transmitter which features overall efficiency with low cost for tubes and operation, firm says.

Also on display is a new type package FM transmitter of special interest to educational station operators. Called Collins 738A, this complete 10 w FM broadcast package is built into a console type cabinet which firm points out can be placed on any standard desk. Cabinet contains transmitter and its two-channel audio amplifier and controls; microphones, headphones, cordage and

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Recording Advances

Major advances are claimed particularly for sound recording and playback techniques.

Extension in number of the types of professional tape recorder models, as well as refinements in the mechanisms of the different units, also are promised.

Super-power triode TV tubes and ultra-high frequency transmitting circuits—and other developments in TV broadcast equipment—highlight the television side of the exhibits. TV microwave equipment to be shown will reflect improvements assuring TV broadcasters better video operation in the year ahead.

Descriptions of exhibits reported to BROADCASTING follow:

Altec Lansing Corp.
Rooms 504A, 505A, 507A

NEW miniature condenser microphone in numerous forms—for stand and suspension mounting, and chest plate and lapel mounting—will be featured by Altec. Company will demonstrate microphone under conditions of extreme moisture to illustrate its "complete freedom from the effects of humidity," officials indicated.

Other products in the Altec Lansing line to be shown include amplifiers, intermodulation test equipment and speech input equipment.

In addition to those products, the company will show products acquired for manufacture from Western Electric Co. last October. Sound products, distributed through Graybar which

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FCC WON'T CENSOR

But May 'Guide' Stations, Says Coy

RESPONSIBILITY for what goes out over the airwaves belongs to the broadcasters, not to the FCC, Wayne Coy, chairman of the Commission, declared Wednesday in answering questions at a special session of *Meet the Press*, originating from the annual banquet of the Radio Pioneers at New York's Ritz-Carlton Hotel, attended by some 200 members and guests.

"I do not think the FCC should have the power now or at any time in the future to determine what goes on the radio," Mr. Coy stated. Asked point-blank if he would have a group of government censors set up to sit in judgment on radio and TV programming, he answered bluntly, "I would not." He hinted, however, that further "Blue Books" for the industry's guidance are not an impossibility.

Mullen Elected

The *Meet the Press* session, which was broadcast by MBS, 10:30-11 p.m., was the concluding feature of the banquet program. Earlier the Radio Pioneers had by unanimous vote elected the official slate of officers for the coming year, headed by Frank E. Mullen, veteran broadcaster who is currently an officer of Jerry Fairbanks Inc., TV film production firm, and a radio management consultant.

Serving under Radio Pioneers President Mullen will be: Orestes H. Caldwell, editor of *Tele-Tech*, first vice president; Arthur B. Church, president KMBC-KFRM Kansas City, second vice president; Paul Morency, vice president and general manager, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, vice president WOR-AM-FM-TV New York, vice president; Martin Campbell, general manager, WFAA-AM-FM Dallas, vice president.

Edison Honored

Thomas Alva Edison was named the first member of the Radio Pioneers Hall of Fame, established to honor those chosen for "special achievement and service in the upbuilding and advancement of the art of radio broadcasting." Mark Woods, ABC vice chairman, head of the Hall of Fame committee, reported to the meeting that the late great inventor had been selected because of his pioneer research work on vacuum tubes which formed a basis for later developments in radio. What was originally known as the "Edison Effect" established the principle utilized in today's radio rectifier tubes, Mr. Woods said. A scroll signifying the permanent bronze plaque which will be placed in the Hall of Fame was accepted by Charles F. Kettering, president of the Thomas Alva Edison Foundation.

* * *

Chatting during the Radio Pioneers Club banquet are these two major network heads—Frank Stanton (l), president of CBS, and Frank White, MBS president.

Five Commentators

The five radio commenators who questioned Mr. Coy—Elmer Davis, ABC; Larry Leseuer, CBS; John B. Kennedy, MBS; H. V. Kaltenborn, NBC; Dorothy Gordon, WQXR, New York—used Mr. Coy's recent speech at the U. of Oklahoma as a springboard. In that address [BROADCASTING, March 20], the FCC Chairman noted that the Commission has been getting a lot of mail complaints against "poor taste and crime programs on the air." He warned broadcasters that "the question of just how bad poor taste can get before it verges over into downright obscenity or indecency may be settled one of these days if the present drift in that direction is not checked."

Asked whether his reference to the matter's settlement indicated a plan for some sort of FCC censorship, Mr. Coy replied that it did not. He was merely acting as a reporter, he said, to let broadcasters know what the public thought and that if this thought turned into action it might lead to a demand for legislation to control program content. Admitting that the government's present police powers can deal with obscenity, Mr. Coy questioned whether the American home is the place for obscene entertainment while the police powers are being invoked.

He repeatedly stressed his own disbelief in government censorship, stating and restating the broadcasters' responsibility as licensees to control the output of their stations. Answering a question as to the possibility of an FCC code for program standards, Mr. Coy wryly noted that he had doubts about the value of a code, even when promulgated by the industry itself, "in the light of what's happened to the one recently written by the industry."

Blue Book Cited

Mr. Lesueur mentioned the "Blue Book" issued by the FCC some years before Mr. Coy's time, noting that although a few stations had been cited, "nothing seems to have been done about it." Mr. Coy replied that the Commission had done something about it in its very act of publishing the performance records of certain stations as compared with the promises they had made when applying for licenses.

Bringing certain shortcomings of the broadcasting industry to light in itself had a salutary effect, he said. He cited a survey made by BROADCASTING which showed a feeling among broadcasters that programming had improved after the Blue Book had been issued.

Having an informal discussion during the Radio Pioneers proceedings are (l to r) Messrs. Coy, Hedges and Mullen.

* * *

"It might be a good thing to have other reviews of the situation from time to time," Mr. Coy commented. Asked if he was planning to issue another Blue Book soon, he smiled and answered, "Not tonight."

Answers Color Question

In answer to a query as to why the FCC was trying to stop color television, Mr. Coy replied that the usual accusation is that "we are trying to start it, not stop it." He noted that when the Commis-

(Continued on page 87)

SPORTS BAN

Bill Hits 'Gambling' Results Shows

A BILL to ban broadcasting and other interstate transmission of "gambling information" on sports events—and in the case of horse racing to require an hour's time lag before details are broadcast—was introduced in the Senate last week and scheduled for hearing tomorrow (Tuesday).

The measure has the opposition of FCC and lacks the approval even of its "sponsor," Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, who introduced it at the request of the Justice Dept. and, simultaneously, asked for a Congressional probe of gambling in interstate commerce.

FCC's own ideas on desirable gambling curbs involve a simple ban on either broadcasting or common carrier transmission of information on bets, odds, and prices paid, with no time-lag requirement and no prohibition against broadcasting or telecasting sports events.

The Justice Dept. bill would limit stations and networks to the broadcasting of one horse race per day.

The Commission has the subject of the broadcasting of horse-racing information under study in specific pending cases, and its views as revealed last week may be reflected in forthcoming decisions on those cases.

The bill (S-3358) is an outgrowth of the Attorney General's conference with local, state, and federal officials on law-enforcement problems relating to organized crime [BROADCASTING, Feb. 20, March 13], and has the approval of the conference's legislative and executive committees.

Opposed by Cottone

FCC General Counsel Benedict P. Cottone, a member of the legislative committee, opposed the measure and submitted to the Justice Dept. an alternative bill incorporating the Commission's views.

The Commission feels the Justice Dept. version would make FCC an enforcement agency on criminal matters; is too complicated; and would vastly increase FCC's administrative burden by requiring it to deal with such complex questions as a determination of the nature of "gambling information" and "special events." Monitoring also would probably be necessary.

FCC Chairman Wayne Coy and Attorney General J. Howard McGrath are scheduled as leadoff witnesses when the hearing gets under way tomorrow.

McFarland Heads Group

The hearing will be before the commerce committee's communications subcommittee, headed by Sen. E. W. McFarland (D-Ariz.) and including Sens. Johnson; Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.), and Homer E. Capehart (R-Ind.).

Sen. Johnson made clear that his introduction of the bill did not signify his endorsement of it.

He told his colleagues that while he recognized the need for restriction of gambling information, "there is a border line between gambling information and legitimate news.

"Many Americans," he said, "get a great thrill out of the on-the-spot broadcasting or telecasting of races.

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BRAND NAMES DAY

White, Mitchell Elected

FRANK K. WHITE, MBS president, and Maurice B. Mitchell, director of Broadcast Advertising Bureau, were elected directors of Brand Names Foundation at the fifth annual Brand Names Day held in New York last Wednesday.

Both Mr. White and Mr. Mitchell will serve one year terms, the latter as industry representative for NAB. Frank M. Folsom, RCA president, will continue as a director for another year.

Donald B. Douglas, vice president of the Quaker Oats Co., Chicago, and Henry E. Abt, head of the foundation since 1947, were re-elected chairman of the board and president, respectively.

Over 1,000 Attend

Elections were announced following the organization's business meeting. Over 1,000 leading civic and business executives attended luncheon and panel sessions held at the Waldorf-Astoria Hotel as part of New York's celebrations of Brand Names Day. Day was officially proclaimed by Mayor William O'Dwyer. Featured luncheon speakers were Louis B. Mayer, vice president of Loew's Inc., and Dr. Robert A. Millikan, renowned American atomic scientist.

Re-elected chairman at the foundation's business session were Maj. Julis Ochs Adler, vice president of *The New York Times*, WQXR licensee, and W. T. Holliday, chairman of the board, Standard Oil Co. (Ohio). Also re-elected were John W. Hubbell, The Simmons Co., as chairman of the NBF's executive committee, and Gavin K. MacBain, Bristol-Myers Co., as treasurer.

In addition to Mr. White, other new directors elected are: J. Davis Danforth, executive vice president of BBDO; William G. Werner, public relations manager, Procter & Gamble Co.; Palmer Hoyt, publisher of *The Denver Post;* Barry T. Leithead, president, Cluett, Peabody & Co.; Rudolf J. Schaefer, F&M Schaefer Brewing Co.; Edward A. Schirmer, executive vice president, Crowell-Collier Publishing Co.

At the luncheon session, Mr. Mayer praised radio and press for their vigilance in awakening the American people to the threat of Communism.

He also urged the government to break down barriers imposed by foreign countries against American radio, motion pictures, newspapers and magazines which he said "do not enter these countries to a sufficient degree."

Mr. Mayer stated: "I believe it is the responsibility of our government to send them into every nation on earth if for no other reason than that there are countries who want to keep them out."

After the luncheon a round-table panel discussed "The Case For Brands and Advertising." Participants included Austin S. Inglehart, president, General Foods Corp., and Harold W. Brightman, president of Lit Bros. A survey presented by Howard A. Trumbull, president of National Family Opinion Inc., showed the buying habits of some 2,000 typical American families.

Among less frequently purchased items, radio, television and phonograph figures revealed were these: For radios— 40% "shop around"; 34% "seek out a store that carries a particular brand"; 16% "buy any one of several brands"; 10% "go to a reliable dealer."

For television sets— 56% "shop around"; 20% "seek out a store that carries a particular brand"; 17% "go to a reliable dealer"; and 7% "buy any one of several brands." For phonographs, the figures were 56%, 19%, 17% and 8%, respectively.

James H. Calvert, president of Joske's of Texas, San Antonio department store and heavy radio user, received the foundation's second annual "Brand Name Retailer of the Year" citation for 1949.

Mr. Calvert was selected "for his leadership in developing an outstanding brand name policy for his store and for directing an intensive coordinated advertising program" in radio and other media, according to Samuel J. Cohen, chairman of BNF's retail advisory committtee, who presented the plaque. Mr. Cohen is sales manager of Lit Bros., Philadelphia. The "Brand Names Certificate of Distinction" also was awarded to nine other retailers, many of whom use radio, for outstanding 1949 brand educational programs.

LOOKING over the contract by which *The Times-Picayune* agrees to sponsor five CBS news periods per week on WWL New Orleans, are John F. Tims Jr. (l), president and general manager, The Times-Picayune Publishing Co., and Howard Summerville, WWL general manager. Three CBS news shows also are being sponsored on WWL by *The New Orleans States*.

NBC MESSAGE

Points Up Network Radio

APPARENTLY mindful of increasing industry interest in proposed revision of radio's rate structure, NBC last week bought full-page advertisements in three New York newspapers staking claim as "America's No. 1 Advertising Medium."

Network built its message around the 17th Decennial Census, which it said would emphasize to advertisers that "to sell the millions who are *this market*, you can have no medium bigger, more powerful, more economical than network radio." Radio is the only major advertising medium included in the "big count," it noted.

Without specific reference to rate revisions for radio, the network made this point: "NBC today costs considerably less per 1,000 homes reached than it did 10 years ago—and NBC today reaches more people at lower cost than any other national advertising medium including the other networks."

The ad which appeared in *The New York Times, Herald-Tribune* and *Wall Street Journal*, said that advertisers invested more money in NBC in 1949 than in any other network. It also claimed that NBC stations have the "largest combined weekly audience in all America," according to BMB.

WMIT(FM) CLOSES

Goes Off Air Thursday

FIRST FM station in the Southeast, WMIT (FM) Charlotte, N. C., will be silenced next Thursday, concluding an eight-year career as one of the nation's more important examples of FM operation. Just a few days ago WTMJ-FM Milwaukee, first station west of the Alleghenies, emitted its last signal as did its affiliated WSAU-FM Wausau, Wis. [BROADCASTING, April 3].

Disclosure that WMIT would give up the ghost was made in a letter from Gordon Gray, owner, to T. J. Slowie, FCC secretary. Mr. Gray wrote as follows:

"With considerable regret I have decided to discontinue the operation of WMIT after April 13, 1950. After that date any outstanding licenses will be returned to the Commission for cancellation. I had hoped that we might be able to find a purchaser who would take over and continue the operation but we have not been successful along that line.

'High Hopes'

"Approximately 10 years ago, when I first considered the establishment of WMIT, I had high hopes for its future. When, after almost eight years of operation, those hopes had not materialized we were forced to conclude that the operation should be discontinued.

"I still feel that the frequency modulation system of broadcasting is the superior form of sound broadcasting and sincerely hope that some day this feeling, which is shared by quite a few other broadcasters, will prove to be right from a financial as well as a technical standpoint. I can assure you that our decision to cease operation was reached only after considerable thought and full exploration of all factors of the entire situation."

WMIT represented a heavy investment by Mr. Gray. Harold Essex, general manager of Mr. Gray's WSJS-AM-FM Winston-Salem, has directed WMIT. The station started out as W41MM on the old 50-mc band, changing its call letters to WMIT after the war when the FM band was reallocated.

WMIT took the air formally June 1, 1942, and reported regular coverage over parts of seven states. Frequent reports of reception in foreign countries were received by the station.

The station sold some time through the years. For a while it was operated as an NBC bonus station in conjunction with WSJS. When WSJS added an FM station of its own in 1947 the studios of WMIT were moved from Winston-Salem to Charlotte.

WMIT's transmitter is located atop Clingman's Peak, adjoining Mt. Mitchell, with an elevation of 6,571 feet plus a 150-foot antenna. The station's effective radiated power is 53 kw, according to FCC records, with CP for 300 kw. It was the scene of many pioneering FM developments.

Mr. Gray was active in the old FM Assn. serving as a board member before becoming Secretary of Army.

Frank Joins WSGN

APPOINTMENT of Philip Frank, former BMB executive secretary, as research and sales promotion director of WSGN-AM-FM Birmingham, Ala., has been announced by Henry P. Johnston, general manager of the station. He joins WSGN April 24. Mr. Frank has been active in freelance research, sales promotion and public relations. He also has been associated with ABC, with which WSGN is affiliated. He is co-author of *This Thing Called Broadcasting.*

Mr. Frank

RICHARDS PROBE

FCC Seeks Early Resumption

A PROTEST calling for resumption of FCC's hearings on the news policies of G.A. (Dick) Richards "not later than May 1" was filed by FCC's General Counsel last week after Examiner J. Fred Johnson Jr. adjourned the sessions to Sept. 6.

General Counsel Benedict P. Cottone claimed that delay until September is an "extravagant allowance" contrary to "the clear import" of the Commission's own directions and beyond the needs of Mr. Richards' counsel for preparation of his case.

He asked Judge Johnson to reconsider his denial—just before the adjournment on April 1—of FCC Counsel Frederick W. Ford's motion for resumption within 30 days at the most.

The adjournment came at the end of three weeks devoted to presentation of FCC's case supporting charges that Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, ordered KMPC staff members to slant news according to his own personal views.

Mr. Cottone pointed out that FCC had agreed to give Mr. Richards' counsel an opportunity to prepare their testimony, but said adjournment for five months conflicted with FCC's conception of adequate time and with the examiner's own statements at pre-hearing conference.

Judge Johnson, the petition noted, made clear at the pre-hearing conference "that recesses would be granted only to meet the needs of counsel to prepare further for these hearings."

Cites Time Element

Mr. Cottone also claimed the examiner "apparently failed to realize that a great volume of testimony yet remains to be taken in this proceeding which may well consume many months." In addition to Mr. Richards' rebuttal presentation in Los Angeles—where all sessions thus far have been held—testimony may be taken subsequently in Detroit and Cleveland.

The General Counsel said the Commission had made clear in a letter to Judge Johnson that the Richards hearing was to have "priority over other cases which Examiner Johnson was scheduled to hear in April and May." He said the "clear import" was "that the Commission considered the expeditious disposition [of the case] to be of paramount importance and that [it] should be completed without inordinate delay or interruption."

The hearings involve renewal of Mr. Richards' licenses for the three stations, as well as his proposal to set up a trusteeship to take over their control.

Some 23 witnesses were put on the stand by FCC during the three-week session in Los Angeles, before the Commission completed its case. A total of 94 exhibits were introduced.

Adjournment came at the end of a special Saturday session which was one of the stormiest of the hearing.

First clash between FCC and defense attorneys came when FCC's Attorney Ford attempted to introduce a 12-page petition and an affidavit, filed with FCC in February 1949, in which Mr. Richards conceded he had erred in some instances but claimed his ill health made him "impulsive" and that he knew of no instances of actual news distortion [BROADCASTING, Feb. 28, 1949].

The petition and affidavit were admitted in evidence after Examiner Johnson overruled vigorous objections by Chief Defense Counsel Hugh Fulton and his associate, Joseph Burns. They contended two separate issues were involved and called on the Commission to state whether it regarded the proceedings as a license revocation hearing or as a license renewal hearing.

Examiner Johnson in overruling their motion said:

Renewal Question

"As far as I understand, this man Richards is running the station which we are trying now. The question is whether the corporation which he controls shall have its license renewed."

Second major legal clash came in final moments of the hearing, when over strenuous objection of FCC counsel, Messrs. Fulton and Burns succeeded in introducing—for identification only—a packet of letters commending Mr. Richards and the operation of his three stations.

They were copies of documents sent to FCC in support of Mr. Richards by the mayors of Los Angeles, Detroit, and Cleveland; state and national commanders of the American Legion and Veterans of Foreign Wars; Sen. Arthur Vandenberg (R-Mich.); Rev. John J. Cavanaugh, president of U. of Notre Dame; Rev. Dr. James W. Fifield Jr. of Los Angeles; John A. Hannah, president of Michigan State College; K. T. Keller, president of Chrysler Corp.; Lee Jackson, president of Firestone Tire & Rubber Co., Poet Edgar A. Guest and some 40 others.

Final witness called by FCC was John Dehner, now a freelance film and radio actor, who was announcer and news editor of KMPC from April 1942 to Nov. 1943.

News Script Identified

Mr. Dehner identified portions of 43 newscripts which he testifed were broadcast because of either specific or general instructions from Mr. Richards. All, he said, were news stories or editorials clipped from newspapers.

When asked by Defense Counsel Fulton why he had kept these scripts for seven years, Mr. Dehner replied:

"Because, Mr. Fulton, I thought that some day Mr. Richards might have to answer for the manner in which he was conducting himself

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FCC Actions

PROPOSED decision to grant WOWO Fort Wayne, Ind., power boost on 1190 kc from 10 kw to 50 kw directional issued by FCC. Initial decision announced to grant WILK Wilkes-Barre, Pa., switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 980 kc. Initial ruling to grant WMAW Milwaukee license to cover permit for 5 kw on 1250 kc, directional, reported. Details of these and other FCC actions found in Actions of the FCC beginning on page 76 and FCC Roundup on page 88.

FULTON CHARGES CENSORSHIP

Richards Counsel Hits FCC Hearing

HUGH FULTON, chief trial counsel for G. A. (Dick) Richards in FCC's hearing on the station owners news policies (see story this page), charged last week that the hearing represented "an attempt to censor what goes over the radio."

In a statement after the hearing was recessed upon completion of FCC's presentation, Mr. Fulton said he was "amazed that the FCC would attempt to destroy an excellent station like KMPC (Los Angeles) and its right to its license, on the basis of testimony of witnesses such as those relied upon by the Commission."

"With the exception of a very few whose testimony, if accepted 100%, would not justify any attack upon the license of KMPC, they were all disgruntled former employes . . .

'Nursed Grudges'

"Very obviously, they nursed grudges against KMPC and against Mr. Richards and have endeavored for years to damage and injure the station. Their testimony was replete with obvious exaggeration and emphasis on everything which they conceived might be stretched into something unfavorable.

"Wherever they thought they could do harm they purported to have marvelous recollection but on cross-examination constantly sought refuge in 'I don't remember.'

He contended that "the amazing thing is that the FCC should have vouched for the credibility of witnesses such as these and should rely on that kind of evidence in an attempt to destroy great radio stations which have for so many years furnished such excellent service to tens of millions of listeners.

"In all that time," he continued, "the FCC put in evidence only one solitary complaint from a listener and referred to two or three other complaints which its witnesses said they had received in the course of 11 years but which they had not kept, despite the fact that one of its leading witnesses testified that he had carefully preserved for seven years all the material which he thought might be injurious to the station."

Script Authentication

Mr. Fulton contended that FCC counsel "fought desperately to prevent the authentication of the actual scripts that had been used in broadcasts by KMPC and even went so far as to try to prevent the authentication of the scripts for use on cross-examination. This flight from what was actually broadcast, taken together with the absence of complaint and complete satisfaction of the listening public with KMPC and its programs, is most significant."

His statement continued:

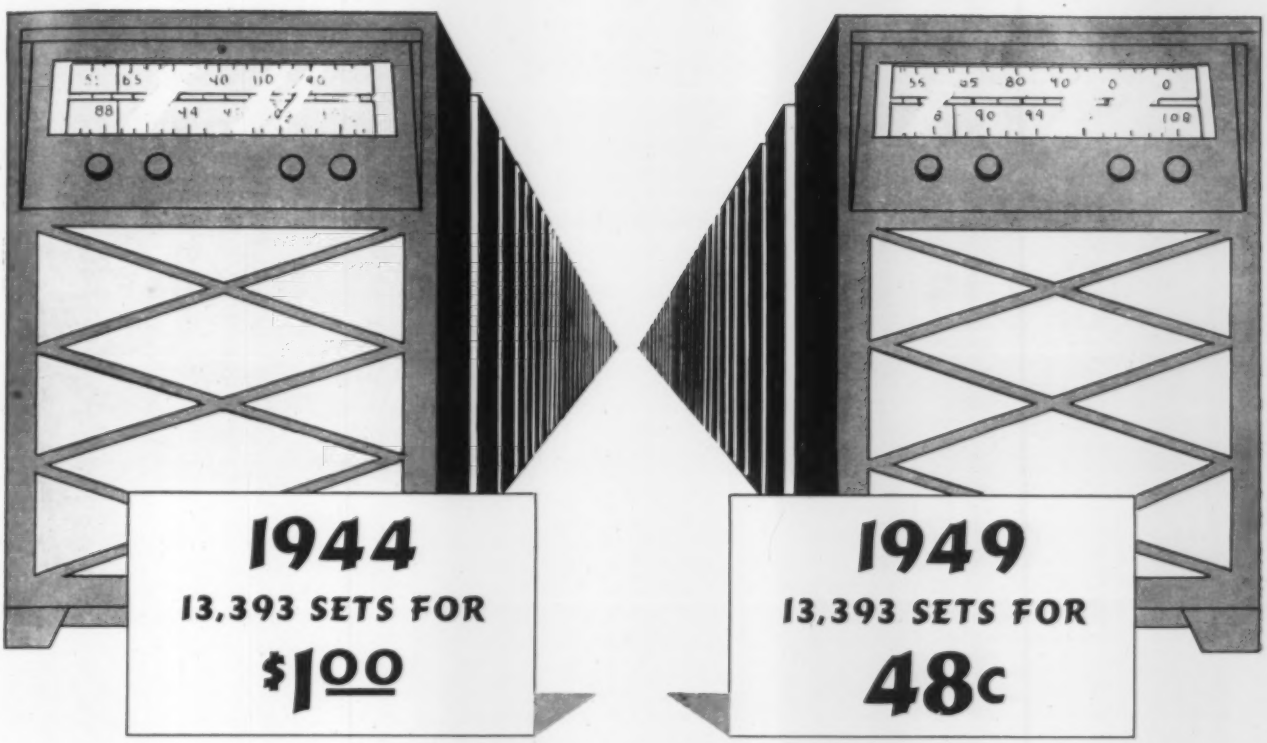
The Commission's only claim of right to examine into the matter at all is on the theory that the public needs to be protected. The public itself is the best judge, and the verdict of the public with respect to all three stations, based on years of listening by tens of millions of persons, was rendered in favor of the stations many years ago.

These proceedings have already cost the taxpayers and the radio stations, and through the radio stations the public, a vast sum of money, and have diverted time and attention that otherwise would have been devoted to still further improving the excellent service rendered to the public by these fine stations.

Despite the fact that none of the Commission's witnesses could show anything broadcast that was false or that deceived the public, the Commission apparently thinks it proper to engage in this kind of proceeding on the testimony of these disgruntled former employes, most of which was to the effect that Mr. Richards dared to have political views different from those of the administration in Washington, and particularly that he dared to state over the radio true facts which such witnesses characterized as unfavorable to the administration and to various persons connected with it, particularly the Roosevelt family.

Clearly this is an attempt to censor what goes over the radio, in violation of the Constitution and of the ban by Congress against censorship. And all this is in the face of the admission in Washington by the chief counsel of the Commission that the Commission has no investigation pending against any radio stations owned by Democrats or labor unions that have expressly stated their intention to purge and drive from office Republican Senators and Congressmen who support the Taft-Hartley Act.

WHO COSTS 52% LESS THAN IN 1944!



(WHO CLASS C, ¼ HOUR MAXIMUM DISCOUNT)

IN terms of Iowa's radio *homes*, WHO cost 10.6% less in 1949 than in 1944; in terms of *radio sets in homes, WHO cost 52% less than in 1944!*

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that *SETS* make the audience!

In 1944 there were 596,000 radio *homes* in Iowa; in 1949 there were 769,200! . . . In 1944 there were 904,000 radio *sets* in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa *homes alone* have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey* tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

in Northern Ohio

WTAM delivers 30 markets

the largest newspaper delivers 2

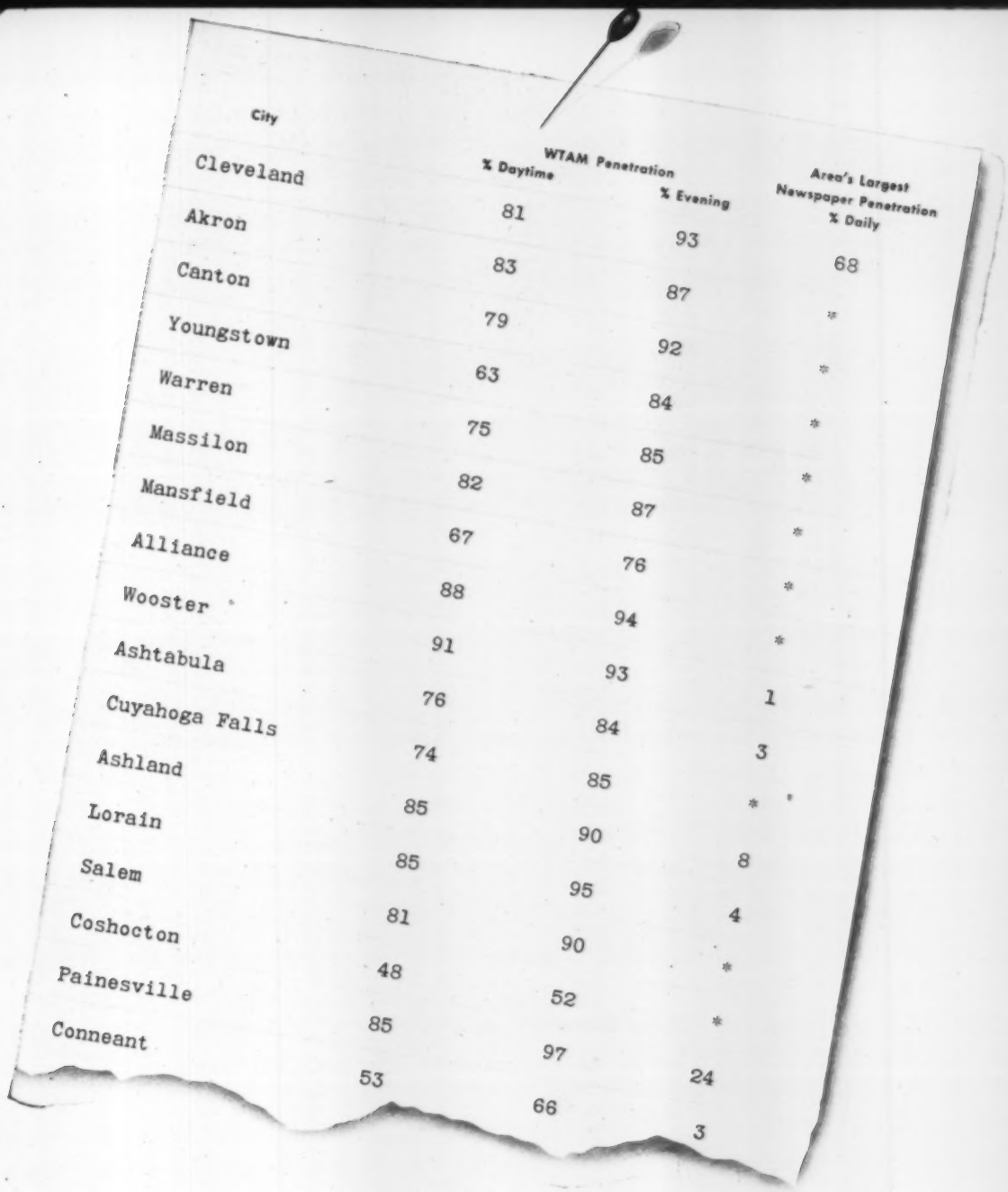
How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really *penetrate* only two markets (Cleveland–68% coverage, Painesville–24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers . . . and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets . . . yet the cost is *lower* than other media delivering only one or two markets.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD



City	WTAM Penetration % Daytime	% Evening	Area's Largest Newspaper Penetration % Daily
Cleveland	81	93	68
Akron	83	87	*
Canton	79	92	*
Youngstown	63	84	*
Warren	75	85	*
Massilon	82	87	*
Mansfield	67	76	*
Alliance	88	94	*
Wooster	91	93	1
Ashtabula	76	84	3
Cuyahoga Falls	74	85	*
Ashland	85	90	8
Lorain	85	95	4
Salem	81	90	*
Coshocton	48	52	*
Painesville	85	97	24
Conneant	53	66	3

*Less than one percent

Source for WTAM penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to WTAM.

Source for newspaper penetration: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
Metropolitan New York and New Jersey	**WNBC**, New York
Illinois, So. Wisconsin and No. Indiana	**WMAQ**, Chicago
Northern Ohio and N. W. Pennsylvania	**WTAM**, Cleveland
Washington, D. C., Maryland and No. Virginia	**WRC**, Washington
No. California	**KNBC**, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	**KOA**, Denver
Eastern New York and Western New England	**WGY**, Schenectady

Winter's Winds

Need Not Freeze

Refrigerator Sales

By BILL THOMPSON

Jack Bennett (l), announcer on one of the Mizerany disc shows, interviews Steve Mizerany, sales manager of the company, during broadcast from store. At right is Joe Mizerany, president, and second from right is his brother Ed, vice president.

A LITTLE MORE than six months ago Mizerany Appliance Co., St. Louis, decided to use radio for the first time. It was a move designed to offset the refrigerator sales decline that normally sets in during cold months. However, the result was a booming business that found the Mizerany brothers unable to keep up with their customers' demand. This is the story of the two brands that radio sold.

IF THE MIZERANY brothers of St. Louis should spend next winter in Alaska, their competitors in the refrigerator business might logically assume they went north to exploit the Eskimo market.

This winter, during the colder months when refrigerators would normally be expected to move slowly, Mizerany Appliance Co. chalked up an imposing record for two of its half-dozen brands.

And why only two? Because they were the only brands advertised by radio.

Joe Mizerany, 42-year-old president of the firm, "discovered" broadcasting last September with the help of a WIL St. Louis salesman named William Geisz. Mr. Geisz sold him a weekly package of five 15-minute transcribed disc jockey shows (12:15 to 12:30 p.m.) featuring Myron J. Bennett, a Des Moines broadcaster popularly known as "M. J. B." The first week of the series witnessed a sell-out of 25 Emerson television sets, plugged exclusively to test the "new medium".

Mr. Mizerany was impressed, but reasoned that radio might be even more effective, as winter approached, to keep refrigerator stocks rolling. He started advertising Norge products, and the resultant year-end spurt found him leading all other dealers in the greater St. Louis area by a wide margin.

By mid-November, Norge could no longer meet the heavy demand for refrigerators at Mizerany, but nevertheless continued its sponsorship of the noontime show until early December when Crosley took it over. At the same time, Crosley added six more quarter-hour disc shows a week (4:45 to 5 p.m.) featuring Jack Bennett, a young, romantic-type WIL announcer. After a record first week with both shows, Crosley added a sixth quarter-hour period to the noontime series. In the next 60 days Mizerany moved three carloads of Crosley refrigerators.

"Since entering radio, our business has been up 75%", he told BROADCASTING last week. "It would be four times greater if we had the merchandise."

Before embracing "the greatest of all media", Mizerany's largest advertising budget was $2,000 yearly. It was heavy in neighborhood newspaper space, with an occasional display in one of the big St. Louis dailies. Although late in jumping on the radio bandwagon in 1949, the company rounded out the year with an advertising outlay of more than $4,000—nearly 65% for broadcasting.

"Ninety per cent of an overall advertising budget of $15,000 will go for radio time in 1950," Mr. Mizerany said.

WIL has realized considerably more revenue from Mizerany time than is indicated by the firm's expenditures for Norge and Crosley promotion because these shows have been co-ops. The stepped-up schedule charted for 1950 is due to the fact several other manufacturers of appliances handled by Mizerany are negotiating joint deals.

The Mizerany brothers — Vice President Ed and Sales Manager Steve, as well as Joe—have definite ideas about their commercials. They want them to stress the "friendliness" and "homey atmosphere" of the establishment. Frequently the Announcers Bennett, who are not related, work into their script lines like these:

"Don't have breakfast at home—come down and have coffee and rolls with Joe."

"Bring the whole family in—and just look around."

"You name the terms—anything can be worked out."

"Steve just got married—he knows the problems of the newlywed."

"Tony, our service manager, is a bachelor, girls. Come in and look him over."

Circulars are distributed periodically over a broad area of St. Louis, carrying the streamers: "Kings of the Trade-Ins" and "Friendly Family Dealers". These tags also are used on the air.

The Mizerany family came to this country from Batroun, Syria (now Lebanon), in 1929. The father, Alexander, opened a grocery on the south side of St. Louis, but, being a well-educated man, also taught at St. Raymond's School. Joe, the eldest son, was first of the clan to seek employment outside the family enterprise. He became a wood heel fitter at International Shoe. Within a few years, however, he realized he would be happier running his own business, so he merged his savings with his father's know-how and founded the J M Market. The J M stood for Joe Mizerany.

* * *

In 12 years, Joe and his brother Ed had tucked away a substantial sum. Counselling with their father, they decided in 1945 to venture into the appliance business because of a bigger mark-up on goods and a better opportunity for specialized selling. Besides, a lot of people needed appliances after the war. But they proceeded cautiously. Another brother, Steve, was placed in charge of the new project while Joe and Ed stayed on at the J M Market. Ed joined Steve within a year, but Joe left the grocery only six months ago.

Mizerany Appliance Co. has functioned in St. Louis' old South Broadway Poultry Market since it was organized five years ago. At the outset, this property—37 feet across the front and 45 feet long—was rented for $150 a month. But in 1948, when the Mizerany brothers copped a $1500 prize for record sales of Maytag ranges, they purchased the building, and an adjacent 40-foot frontage. Since their "radio boom" of last fall, they have started construction of a 70-foot addition to the length of the structure.

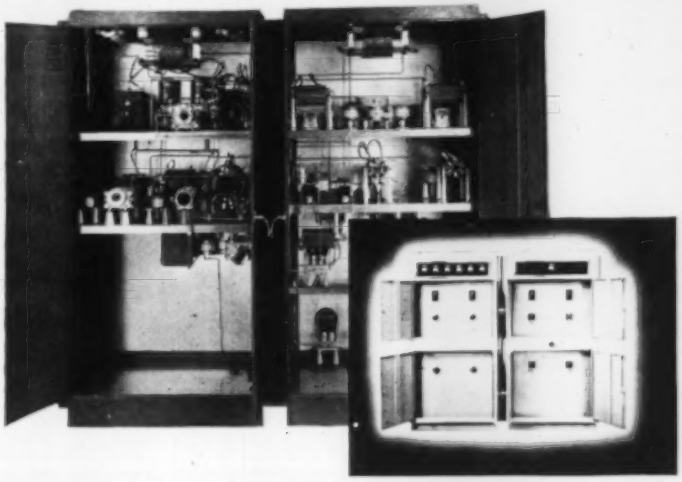
The company has a total of eight employees. Two of the official family are not relatives, but are close friends of the Mizeranys. Tony Stuevers, service manager, has worked for the family 20 years, starting in the grocery when he was 11. Joe Farhatt is credit manager. Within a few weeks, a fourth brother, Virgil, will leave the grocery and come over to the appliance store. A fifth brother, George, will remain in charge of the market.

There is a sixth Mizerany—Mrs. Agnes Slyman, only sister of the brothers—but she has never taken an active part in any of the family enterprises. However, she does attend "board meetings" around the family table when the head of the clan, Mother Deby Mizerany, entertains with that famous Syrian dish—kibbee and rolled cabbage.

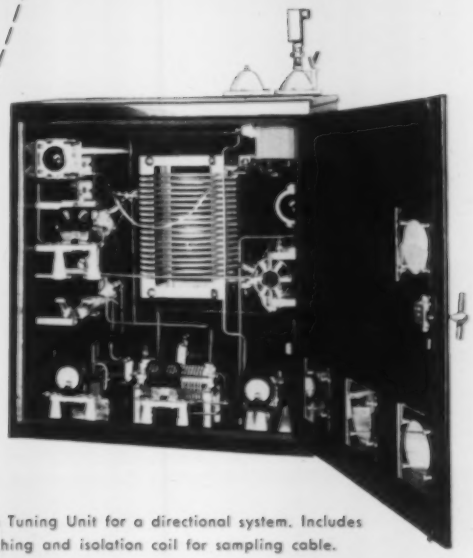
Alexander Mizerany passed away in January, having lived to see his sons prosper beyond his fondest dreams. He would have been satisfied to see them succeed locally. Yet today through the magic of radio, they attract patrons from three states.

One of a Series

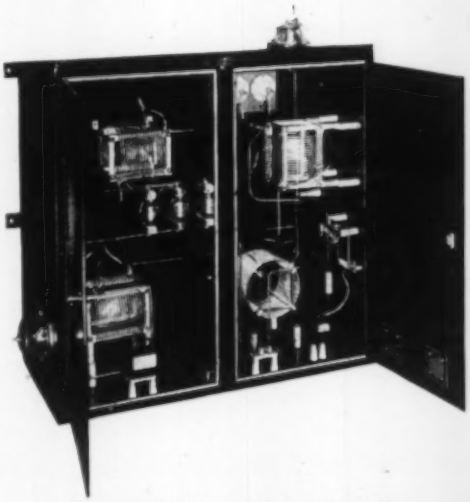
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS ...THROUGHOUT THE WORLD!



Phasing Unit for 6 tower directional antenna system.



Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.



Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists

ANDREW

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

WINS DISPUTE

AFM Local Pickets Station

WINS New York, independent outlet owned by Crosley Broadcasting Corp., last week was operating under protest by Local 802 of the American Federation of Musicians, which maintained daily picket lines around the station.

The local's action resulted from WINS' dismissal of its eight-piece orchestra last Monday because of insufficient "public or advertiser acceptance." No programs were disrupted by the action, however.

At the same time WINS offered to negotiate an agreement with the union covering any "future needs" for AFM members as the demand arises. Kiernan T. Murphy, business and co-manager of WINS declined to reveal what action, if any, the station would take in view of the union's protest. The matter is being studied by WINS' legal counsel.

It was reliably learned, however, that Local 802 may take the matter up with FCC, though its officials, who described the situation as a "lockout," would not comment on the Local's plans.

WINS' headquarters at 28 W. 44 St., and two remote programs were picketed. Station's engineers, members of the International Brotherhood of Electrical Workers, also refused, during early hours of the picketing, to cross lines but later resumed work. Members of AFRA employed at WINS crossed the picket lines, however.

Crosley Broadcasting Corp. pointed out that in eliminating the services of "live music" it reached a decision "that most stations in the U. S. have already made". Spokesmen denied the station had locked out the union, pointing to its willingness to negotiate in the future.

MBS SURVEY

Covers One-Station Cities

MBS has engaged Crossley Inc. to conduct a survey of radio listening in 116 communities which have only one network station, it was announced last week.

Crossley is conducting interviewing 12 hours a day, seven days a week during April by coincidental telephone technique.

Richard J. Puff, MBS director of research, said the survey was being undertaken to supply advertisers with better information on listening in markets outside metropolitan areas than had previously been available.

Pacific Exhibit

SIXTH annual Pacific Electronic Exhibit will be held Sept. 13-15 at Long Beach (Calif.) Municipal Auditorium. The event, sponsored by the West Coast Electronic Manufacturers Assn., will be held jointly with the Institute of Radio Engineers annual West Coast convention.

GREATER Cleveland broadcasters appraise results of area's showing of the All-Radio film, "Lightning That Talks," which they promoted at a luncheon in the Hotel Cleveland. L to r: (standing) Jack O'Brien and H. A. Seville, both WEOL Elyria, Ohio; R. Morris Pierce, WDOK; John Patt, WGAR; (seated) Larry Webb, WJW; John McCormick, WTAM; Dave Baylor, WJMO and general chairman, Cleveland AM-Radio Committee, sponsor of showing; Sam Sague, WSRS, and K. K. Hackathorn, WHK.

WALTERS NAMED

Heads Mississippi Bcstrs.

GRANVILLE WALTERS, WAML Laurel, Miss., was elected president of the Mississippi Broadcasters Assn. at the annual convention held in Jackson last weekend (April 1-3).

P. B. Hinman, WROX Clarksdale, was named vice president, and Bob Evans, WELO Tupelo, was re-elected secretary. Assigned to the executive committee were: W. H. Cole, WHOC Philadelphia; Charlie Holt, WHSY Hattiesburg; H. O. Jones, WGCM Gulfport; L. L. Miller, WQBC Vicksburg; James Ownby, WJXN Jackson, and R. F. Wright, WTOK Meridian.

The association unanimously passed a resolution asking Congress to take speedy and favorable action on the McFarland Bill now pending in the House of Representatives. West Point, Miss., was selected as the site for the 1951 convention.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28	277
Number of commercials starting on networks during March	5
Number of commercials dropped from networks during March	15
Number of commercials on the four nationwide networks, March 31	267

March Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Toni Co.	Beauty & Fashions by Carol Douglas	ABC	Mon.-Fri., 12:25-12:30 p.m.	Foote, Cone & Belding
Trimount Clthg.	Stop the Music	ABC	Sun., 8:15-8:30 p.m.	W. Weintraub Co.
Benjamin Moore & Co.	Your Home Beautiful	MBS	Sat., 11-11:15 a.m.	St. George & Keyes
Phillips Petroleum Co.	Rex Allen Show	CBS	Fri., 10-10:30 p.m.	Lambert & Feasley
Sterling Drug Co.	Sing It Again	CBS	Sat., 10:30-10:45 p.m.	Dancer-Fitzgerald-Sample

March Deletions

Texas Co.	Metropolitan Opera	ABC	Sat., 2-5 p.m.	Kudner Agency
Doubleday & Co.	Jacques Fray	ABC	Sat., 5-5:15 p.m.	Huber Hoge & Son
Ronson Art Metal Works	Johnny Desmond	ABC	Wed., 9:25-9:30 p.m.	Grey Adv.
Phillips Petroleum Co.	National Barn Dance	ABC	Sat., 10-10:30 p.m.	Lambert & Feasley
Smith Bros.	Stop the Music	ABC	Sun., 8:15-8:30 p.m.	Sullivan, Stauffer, Colwell & Bayles
Westinghouse Electric Corp.	Ted Malone	ABC	Mon.-Fri., 12:25-12:30 p.m.	McCann-Erickson
Kraft Foods Co.	Marriage For Two	NBC	Mon.-Fri., 10:30-10:45 a.m.	J. Walter Thompson
Mars Inc.	Curtain Time	NBC	Wed., 10:30-11 p.m.	Grant Advertising
Sealtest Co.	Dorothy Dix at Home	NBC	Mon.-Fri., 10:45-11 p.m.	N. W. Ayer
American Tob. Co.	Leave it to Joan	CBS	Fri., 9-9:30 p.m.	BBDO
Animal Found. Inc.	Allan Jackson & the News	CBS	Sun., 11-11:05 a.m.	Constock, Duffes
Doubleday Inc.	Doubleday Program	CBS	Sun., 2:30-2:45 p.m.	Huber Hoge & Son
Doubleday Inc.	Doubleday Program	CBS	Sun., 2:45-3 p.m.	Huber Hoge & Son
Luden Inc.	Sing It Again	CBS	Sat., 10:30-10:45 p.m.	J. M. Mathes
M & M Ltd.	Joe Di Maggio Show	CBS	Sat., 10:30-11 a.m.	Lynn Baker

March One-Timers

Omnibook Inc.	Robert St. John	ABC	Sun., March 5, 3-3:15 p.m.	Huber Hoge & Son
Natl. Council Protestant Episcopal Churches	One World In Christ	MBS	Sun., March 12, 11:30-11:45 a.m.	Van Diver & Crowe
Radio Offers	B-Bar-Riders	MBS	Tues., March 21, 5:30-6 p.m.	Huber Hoge & Son

CIGARETTE ADS

FTC Issues 'Cease' Orders

CEASE and desist orders to stop certain advertising claims for cigarettes and other tobacco products were issued against two companies by the Federal Trade Commission last week. Named in the orders were R. J. Reynolds Tobacco Co., Jersey City, N. J., and Winston-Salem, N. C., manufacturer of Camel cigarettes, and P. Lorillard Co., Jersey City, N. J., and New York, maker of Old Golds.

The commission also announced it had before it a trial examiner's recommended decision that the American Tobacco Co., New York, be ordered to stop alleged misrepresentation of Lucky Strike cigarettes. Meanwhile, another trial examiner was considering a case in which Philip Morris & Co. Ltd. Inc., New York and Richmond, Va., is charged with false advertising of Philip Morris cigarettes. Still another pending case, FTC reported, involves the advertising of Pall Mall cigarettes, produced by American Cigarette and Cigar Co., New York and Durham, N. C.

Nicotine Claim

In finding that Camels and Old Golds—and the smoke from them—"do not, as claimed, contain less nicotine than other leading brands," the commission pointed out that "the nicotine content of the smoke of a cigarette is in direct proportion to the nicotine content of the tobacco contained in the cigarette itself."

"In view of this fact," FTC stated, "the reason that the makers of Camels and Old Golds cannot truthfully claim a lower nicotine content is that the tobaccos used by the manufacturers of all the leading cigarette brands contain nicotine in substantially the same quantities and variations."

In addition to the Old Golds prohibitions, the order against the Lorillard Co. also is directed against advertising claims of Friends smoking tobacco, as well as Beech-Nut and Sensation cigarettes.

In the American Tobacco case, the recommended decision of Trial Examiner John Hornor proposes that "the company be prohibited from representing that Lucky Strike cigarettes contain less nicotine and are less irritating to the throat than competing brands; that they are easy on the throat, or that they offer throat protection against irritation or coughing."

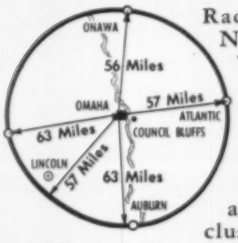
Experts' Choice

The proposed order also is directed against claims that independent tobacco experts prefer Luckies "2 to 1" and that the "toasting" process removes irritants and impurities to a "physiologically significant degree."

WBBC Flint, Mich., will broadcast all Flint Arrow baseball games, home and away, during current season.

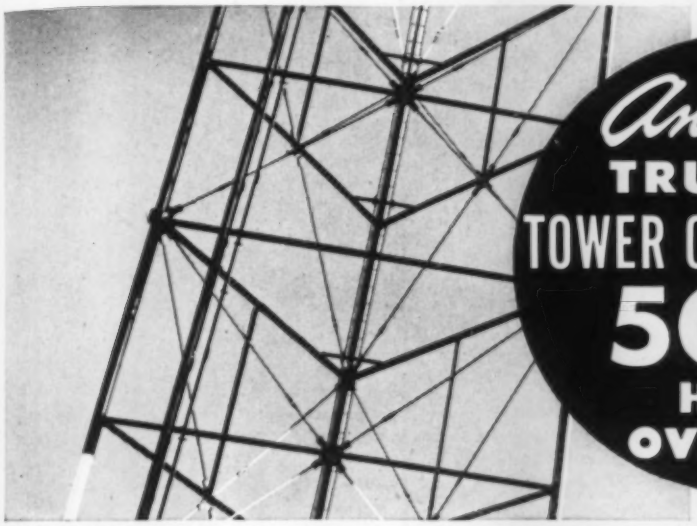
WOW-Land is a Big Market

Served through a Truscon Radio Tower



Radio Station WOW, Omaha, Nebraska, serves a market of 764,400 people with total retail sales of nearly a billion dollars.

No other station covers the area comprising the rich, urban and rural market known as WOW-Land. For this exclusive and effective coverage, WOW uses a Truscon Self-Supporting Radio Tower 392 feet high, with an RCA double antenna for FM and TV giving an overall height of 500 ft.

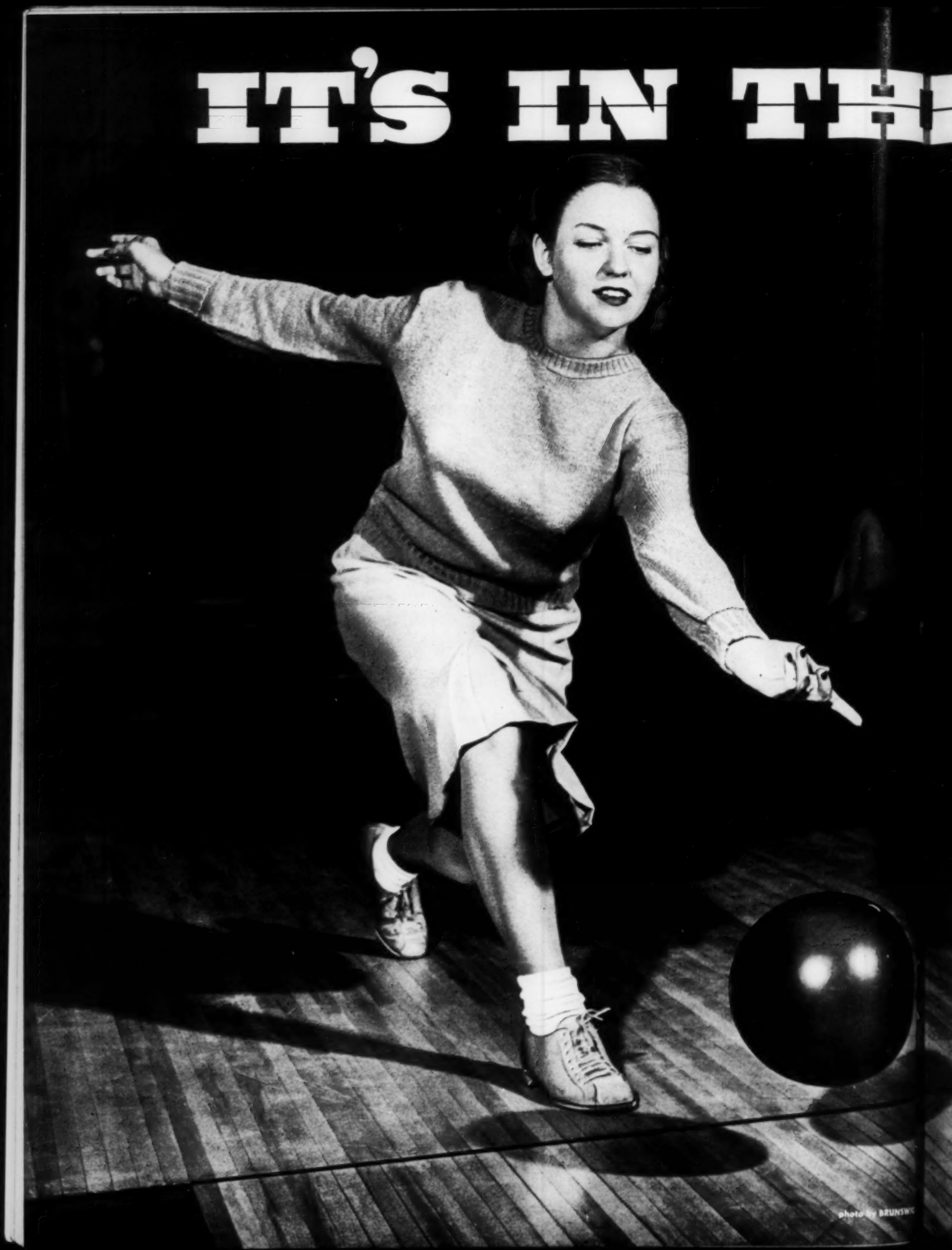


Another
TRUSCON
TOWER OF STRENGTH
500 FT.
HIGH OVERALL

The characteristics of terrain and meteorological conditions which are individual with WOW-Land received special consideration when Truscon radio engineers designed this handsome tower. Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS
TRUSCON COPPER MESH GROUND SCREEN


IT's IN TH

GROOVE!

Now that you've been stopped by the age-old snare of a pretty girl, consider this:

DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query have with the illustration? Very simple . . . the connection is *"in the groove!"*

Think it over. A transmitter is not a linguist. It cannot translate distortion into clear signals. When foreign sounds are picked up from a recording groove and delivered to an amplifier, q. e. d., your transmitter *speaks with an accent.*

If your aim is quality transmission, then look first to the recording groove. If the fidelity you seek is not in the groove, then your reproduction just can't and won't be fidelity on the air.

I extend you my personal invitation to visit our engineering exhibit during the NAB Convention. Browse around at will. See and hear Lang-Worth's revolutionary recording groove that defies rules and ushers in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

CONVENTION HEADQUARTERS:
Suite 512A - 513A
Stevens Hotel
Chicago, Illinois

C. O. LANGLOIS, *President*

LANG-WORTH
FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 WEST 57th ST. · NEW YORK CITY 19

Editorial

Rate Card Ravishing

THE MILD tempest stirred by so-called "rate adjustments" to compensate for TV's cut-in on tune-in in multiple TV markets, underscores heavily the need for clearer-thinking and planning in both radio and TV rate-making.

There's hardly a radio pioneer alive who doesn't remember the days when the station rate-card was merely an indication of the approximate charge and when time was bartered and brokered in sufficient quantities to meet weekly payroll. Gradually, radio acquired stability, as it proved its efficacy in selling. Today, with an overabundant station population, rate-cutting is again in evidence.

Why broadcasters so delude themselves is beyond reason. They antagonize legitimate advertisers and agencies. They drive away good prospects. And they lower standards.

There are disconcerting reports about similar practices in some TV markets, even at this early date, and with just 102 stations on the air. There are special summer discounts, and package deals. One TV station is said to have three published rates. In another city the competition for a sports account was so rigorous that a deal was sold for less than cost.

It's impossible to justify bargain-basement rates in TV, which is developing at a swifter clip than any art or industry in history. It seems illogical to offer rate inducements when more homes are being served and the medium becomes more economical for the account.

We doubt whether the move toward AM "rate adjustments" will snowball. The sheer force of logic and of statistics on radio homes and tune-in must prevail. Eventually, of course, there will be adjustments. There always are in all media. Broadcasters are lamenting their failure to bring network and station rates in line with coverage during the war years.

The eventual drift may be a single-rate—day and night—for sound radio. Certainly the tune-in averages, indicating 75% daytime listening as compared to nighttime would augur for something other than the conventional 50% of Class A rate for daytime.

Radio and TV have problems enough without engaging internecine rate warfare.

The Left Side

IN THESE explosive times, even the faintest suspicion of activity contrary to the tenets of our form of Government warrants scrutiny.

We are concerned about reports of "slanting" of news written for both newspaper and radio wires. The reports come from responsible broadcasters who are not given to looking under beds.

Experienced newsmen know how this can be done—a subtle phrase here, a trick sentence there, or only half of the facts.

News associations would not for one moment condone such conduct. The culprits would be fired on the spot, if detected.

The National Assn. of Radio News Directors last year looked into such allegations. The news associations are exercising vigilance. But it's hard to monitor every item around the clock.

Broadcasters or news directors who detect the slightest semblance of news slanting should complain. NARND, in our judgment, should maintain constant and continuing watch, not only of news association reports, but of local copy.

TV: It's Cold Outside

A YEAR AGO, convening in Chicago under NAB auspices, the engineers of the broadcasting art were looking for the answer to one question: "When will the TV freeze be lifted?"

This week, again in Chicago, they are still looking for the answer. The question is equally haunting to their colleagues who will assemble in Chicago for the NAB Management Conference next week, and to broadcasters generally. Economic leaders should also be concerned.

The FCC, from which the answer must ultimately come, has stopped guessing. Like the rest of us, the FCC doesn't know. The best anyone can do is look at the steps which the Commission says must be taken first, and try to estimate how much time they will consume. By this standard, the end of 1950 would seem the earliest reasonable estimate.

It is a fact, though it sounds paradoxical, that television is on the move despite the freeze. Some of the important research developments will be detailed in Chicago, as indicated elsewhere in this issue. More spectacular is the continuing high demand for TV sets. The fact that after 18 months of freeze there are 102 stations on the air and some 4,750,000 sets in use is proof of television's vitality, as well as notice of things to come.

The nation's economy will benefit materially from a "thaw." Construction of new stations, opening of countless new markets, increased manufacture and sale of equipment will have a snowball effect extending through years ahead. Just as television was a major factor in averting postwar depression, lifting the freeze could alleviate fears developing around current unemployment of 4,100,000.

Trojan Horsing?

LAST WEEK legislation was introduced (S 3358) at the behest of Attorney General McGrath proposing restrictions on transmission of gambling information in interstate commerce. It was accompanied by a resolution authorizing an investigation, and hearings before the Senate Communications Subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), are set for this week.

The bill would penalize radio and TV simply because they are instantaneous news media. Stations would be precluded from broadcasting or telecasting of any "gambling" information before the start of any horse race on the day it is scheduled to run, or during the hour following the finish of the race. The exception would be carrying of a single race as a "special event," like the Derby, with no more than one horse race broadcast by station or network *per day*.

The bill is aimed at the racketeers and organized crime. All interstate media would be affected, but radio and TV would take it on the chin for no other reason than their faculty of "publishing" with the speed of light and the FCC would be the cop.

There's serious question, of course, whether such legislation is Constitutional. It would appear to do violence to the First Amendment. Chairman Ed C. Johnson seemed to recognize that when, in introducing the bill at the request of the Attorney General, he commented that gambling information "ought to be restricted but there is a border line between gambling information and legitimate news."

We're all against crime. The question is whether the ends justify the means; whether Congress should, or can, gamble with the fundamental freedoms. If horse-racing is legal, news about horse-racing must be legal.

There are matters which are not susceptible of legislative correction.

Our Respects To—

NEAL KYSER McNAUGHTEN

NEAL McNAUGHTEN'S life has been just one electron after another, ever since the autumn day back in 1923 when he wandered into a radio repair shop after a dull day in a Pueblo, Col., grade school.

The science of electronics has advanced rapidly since 1923, and Mr. McNaughten has moved along with it to his present post as director of the NAB Engineering Dept., where he runs the gamut of radio problems from international allocations to soldering irons.

There was a gleam in his eye, plus a hole in his pocketbook, when he walked up to A. L. Nelson, operator of the A. L. Nelson Radio Service, and asked for an after-school job. Fortunately the business needed an eager youngster to do one of its less glamorous chores—battery changing, a major operation in service shops during the early '20s.

So Neal McNaughten went to work every afternoon, and Saturdays too, taking out old A, B and C batteries and putting in new ones. Soon he became proficient at testing and repairing. And for fun at home in the evenings he built receiving sets.

When President Coolidge was inaugurated in 1925, a dozen neighbors sat in the McNaughten living room with all the headsets from blocks around. Straight from KOA Denver they picked up the actual broadcast of inaugural proceedings. Loudspeakers were expensive in those days but headsets were adequate and everybody knew that the McNaughten kid had the best receiver in town.

Inevitable, of course, was a homemade ham outfit. Along about that time KGHF was started in Pueblo. Young Neal McNaughten hung around and soon was helping build the station. After graduating from high school in 1929 he went to Greeley (Col.) State Teachers College, figuring on working his way to a degree. About that time the stockmarket collapsed, and along with it the chance of getting a job to finance four years of higher education. The alternative was a job back at Pueblo High School as laboratory assistant in chemistry and physics, augmented by a basement radio repair shop and some extra high school courses.

The next autumn he went to the U. of Colorado, again bound to get higher education. He got a job at the county home, tending furnace and doing odd chores for his lodging, but the depression had thickened and he ran out of money.

After a brief and tedious tour at a gasoline station, he returned in 1931 to the inevitable electrons and set up a full-fledged radio sales and service business at home with a sign

(Continued on page 83)

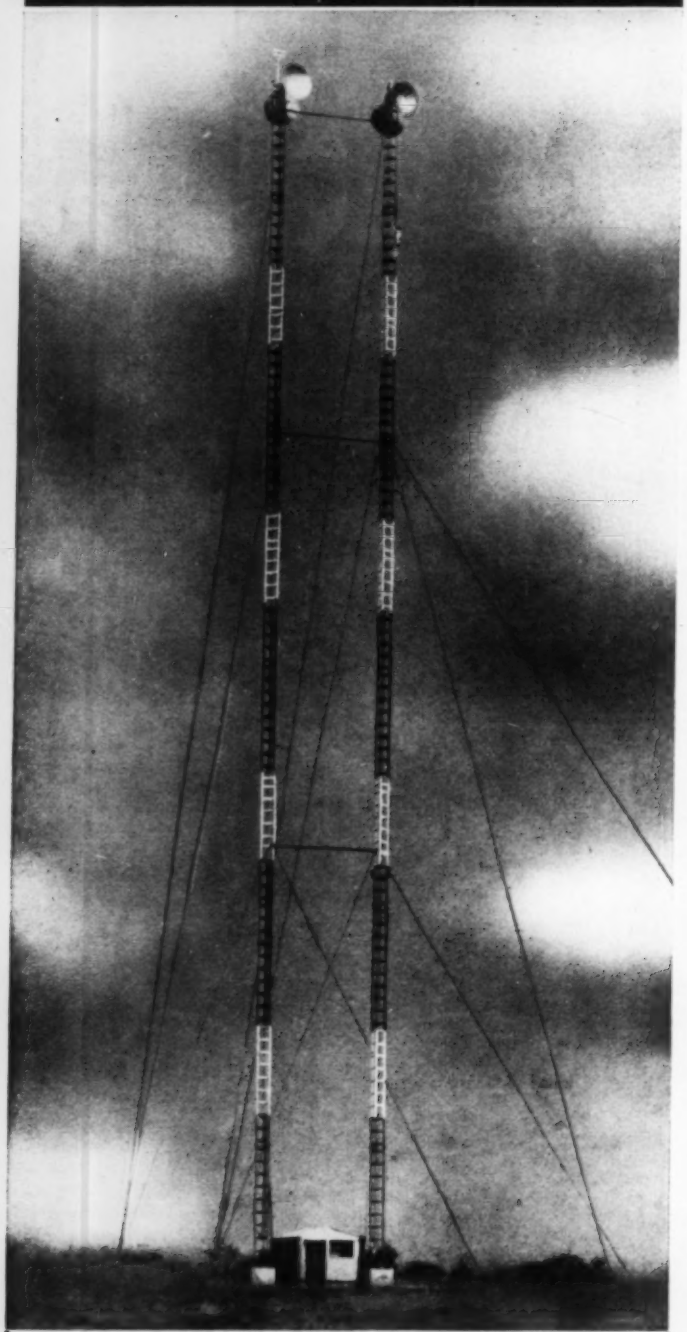
Business is always better in Washington, D.C.

Four million Americans will visit their nation's Capital this summer to spend an estimated $100,000,000. Be sure it's your sales story they hear on WTOP . . . with 44.4% more audience (Jan.-Feb. Pulse) than any other station in Washington.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

AM · FM · TELEVISION
TOWERS



200 foot STAINLESS towers. Part of WLAV-TV, Grand Rapids, relay system, holding 4 micro-wave dishes.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C
PLANT: NORTH WALES, PA.

Management

JOHN L. TAYLOR, former general manager of WBUT-AM-FM Butler, Pa., and before that general manager of WCMW Canton, Ohio, appointed manager of WLIO East Liverpool, Ohio. He also was formerly with WJW Cleveland, then Akron, and was chief announcer and continuity director for WKST New Castle, Pa., and program director for WHBC Canton. He succeeds **JOHN M. CROFT,** resigned.

W. ECCLES HUFF appointed general manager of WAAB Worcester, Mass. He was formerly program director for WAAB and before that was production manager of WAKR Akron, Ohio, and program director of WDVK Durham, N. C.

Mr. Huff

IRVING E. ROGERS, president and treasurer of WLAW-AM-FM Lawrence, Mass., elected president of newly formed Greater Lawrence Industrial Corp.

JACK SENTER, manager of KULP El Campo, Tex., resigns. Future plans have not been announced. **ROBERT HATHAWAY,** formerly business manager of station, appointed assistant manager.

CHARLES F. JOHNSON Jr. appointed assistant to **CHARLES M. DALE,** president and general manager of WHEB Portsmouth and Dover, N. H. Mr. Johnson has been with station's commercial department since last September.

PATRICK J. GOODE, president of Elm City Broadcasting Corp., owner of WNHC-AM-FM-TV New Haven, Conn., resumes active duties with management of stations. For past 14 years he has been postmaster of New Haven Postal District. He resigned from that post effective April 1, to devote more time to stations. He will be in charge of public service programs and station relations.

ALLAN CURNUTT named general manager of KICM Mason City, Iowa. He recently resigned from staff of KJAY Topeka, Kan., and before that was general manager of KCBC Des Moines and part owner of KBIG, proposed new station in Des Moines. He also was formerly with WTMJ Milwaukee, WIBA Madison, WOSH Oshkosh, WMAM Marinette and WCLO Janesville, all Wisconsin.

Mr. Curnutt

COL. HARRY C. WILDER, president of WSYR-AM-TV Syracuse, N. Y., elected to membership in Radio Pioneers Club. He was elected president of WSYR in 1932.

K. K. HACKATHORN, general manager of WHK Cleveland, elected trustee of Cleveland Better Business Bureau Inc.

ARTHUR HULL HAYES, CBS vice president and general manager of KCBS San Francisco, returns to his desk after major operation.

Walter E. Poor

WALTER E. POOR, 64, chairman of the board of Sylvania Electric Products Inc., died last Tuesday afternoon at St. Lukes Hospital, New York. Surviving are his wife, Mary Bradshaw Poor; two sons, George Russell and Arthur Phippen, and his brothers, Frank A., founder and chairman of the finance committee of Sylvania, and Edward J., who retired a few years ago as chairman of the board.

WLOW Goes Fulltime

WLOW Norfolk, Va., independent daytime outlet, went on a 24-hour per day schedule last Monday (April 3), four weeks after the FCC granted the station permission to operate fulltime. Owned and operated by the Commonwealth Broadcasting Corp., WLOW is licensed for 1 kw on 1410 kc.

Feature of the Week

(Continued from page 18)

entertainment institution on the air, Gov. Allan Shivers joined with Dallas' Mayor Wallace Savage in broadcast tributes as part of a special nighttime program, *The Early Birds' Night Out.*

Presiding over the anniversary line-up was "Mister Hack" (Elmer Baughman), proprietor of the rustic "Hack Berry Hotel," current fictional setting of *The Birds* variety doings. His helper is black-face, slow-motion-talking "Little Willie," played by advertising man Ben McCleskey.

Jeffries as M. C.

Plump Jimmie Jeffries, onetime *Birds* m.c., now of KLIF Dallas, was back for an anniversary stint.

Commercially, the show appears potent. Booked solid, the program numbers among present sponsors Earl Hayes Chevrolet Co. (six quarter hours weekly); Southwestern Drug (Red Arrow products); Mennen Co., Morton Foods (three quarter hours weekly each); and General Foods (Birds Eye), Bristol-Myers (Vitalis), Whitehall Pharmacal Co. (Anacin) and Dwight Edwards Co. (Nob Hill Coffee), among spot participants.

WKZO-TV

FETZER BROADCASTING CO.

FIRST

ON THE AIR WITH THE NEW
FEDERAL MID-LEVEL MODULATION
TELEVISION TRANSMITTER

•

Federal Telecommunication Laboratories, Inc.

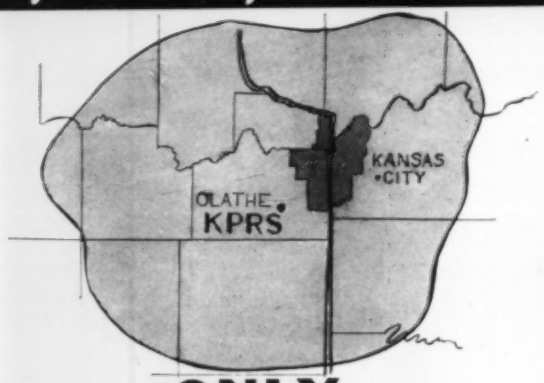
500 WASHINGTON AVE. NUTLEY 10, NEW JERSEY

INTERNATIONAL TELEPHONE AND TELEGRAPH

•

BOOTH 10, N. A. B. SHOW

America's 16th Market is Starved for Major League Baseball



ONLY

KPRS

OLATHE, KANSAS

BRINGS

Liberty Broadcasting System

"GAME OF THE DAY"

TO THIS

Billion Dollar Market

125 Major-league games open, beginning April 18th, subject prior sale. Wire or write for prices.

REPRESENTED BY

Continental Radio Sales

Greater Kansas City

Within 25 miles of KPRS' transmitter there are over 1 MILLION people, who spent over $1½ BILLION dollars last year. KPRS costs less than any other station in this market.

Commercial

ROY PEARCE appointed commercial manager of KSCB Liberal, Kan. He has been in radio for 10 years.

LAWRENCE B. BUTLER, formerly sales manager of KXIC Iowa City, Iowa, joins staff of KDON Salinas, Calif., as commercial and business manager.

WILLIAM J. ROSSER, formerly with Chesapeake & Potomac Telephone Co., added to sales staff of WWDC-FM Washington as account executive.

TOM F. MEAD, formerly with WAGE Syracuse, N. Y., WHOB Gardner, Mass., and WHWL Nanticoke, Pa., appointed sales manager of WHAY New Britain, Conn.

CHARLES A. PRATT, formerly with *Chicago Tribune* advertising department, joins WAAF Chicago's local sales staff.

COLUMBINE NETWORK, consisting of seven Colorado stations, appoints **Western Radio Sales,** Hollywood, as its representative. Stations comprising network are KMYR Denver, KCOL Ft. Collins, KYOU Greeley, KBOL Boulder, KRDO Colorado Springs, KEXO Grand Junction and KCSJ Pueblo.

Mrs. MELBADEAN appointed commercial manager of KULP El Campo, Tex.

H-R REPRESENTATIVES Inc., New York, appointed to represent KXXX Colby, Kan.

WILLIAM P. PEAVEY appointed account executive in San Francisco office of John Blair & Co., Chicago. He spent four years as department head with C. E. Hooper Inc. in New York and Norwalk, Conn.

VIRGIL REITER Jr., formerly of new business department at Ruthraff & Ryan, Chicago, joins Mutual's Central Div. sales staff. He was former Midwest office manager of WCAU Philadelphia.

EDWARD CALLAHAM, former account executive at Ellington & Co., New York, and before that sales promotion executive with Shell Oil Co., joins New York sales staff of Edward Petry & Co.

LAMONT L. (Tommy) THOMPSON appointed TV spot salesman in San Francisco Bay Area and is claimed to be first working exclusively on TV. He has been with KJBS and KCBS San Francisco since end of war. He will represent WCBS-TV New York, WCAU-TV Philadelphia, WBTV (TV) Charlotte, WAFM-TV Birmingham, KSL-TV Salt Lake and KTTV (TV) Los Angeles.

EDWARD PETRY & Co., Los Angeles, moves to new offices in Pacific Mutual Bldg., 523 West Sixth St. Phone remains Michigan 8729.

ZEKE WHITE, commercial manager of KSUE Susanville, Calif., is the father of a boy, Ronald Zelon.

WGIG Joins GALS

WGIG Brunswick, Ga., has joined the Georgia Assn. of Local Stations, according to Tom Carr, sales director of the association. WGIG brings the total membership in the GALS to 30 stations, Mr. Carr said.

DOTY PROMOTED

Is WJZ-AM-TV Manager

PROMOTION of Clarence L. Doty from sales manager to manager of WJZ and WJZ-TV New York, key radio and television stations of ABC, was announced last Monday by Murray Grabhorn, vice president and manager of owned-and-operated stations for the network. Post has been vacant since Mr. Grabhorn assumed his present position.

Mr. Doty

Mr. Doty's appointment signifies expanded local and spot sales activities of ABC's two New York outlets and affords clients and network management more efficient operation, Mr. Grabhorn said.

Mr. Doty, who joined ABC Spot Sales in 1942, has been WJZ sales manager since January 1947 and executive assistant to the vice president in charge of O&O stations since July 1948. Previously he was a member of the national advertising department of Scripps-Howard New York newspapers for six years. Following wartime Navy service, he rejoined ABC Spot Sales in 1946.

WHDH SELL-OUT

Baseball Adjacencies Sold

WHDH Boston has announced a sell-out of all of its baseball game adjacencies to 13 national and local advertisers.

Features scheduled by the station are: *Play Ball,* a 15-minute sports quiz conducted at Hub ball parks prior to game time and sponsored by Community Opticians and Washburn Candy, through Jerome O'Leary Agency; 15-minute music show, before out-of-town games covered telegraphically, sponsored by Stormaster Alsco, also handled by O'Leary; Leo Egan's *Sports Extra,* immediately following games, sponsored by Clinton Clothes, through Lasker Reisman Agency; *Baseball Scoreboard,* to be aired each weekday night, sponsored by First National Bank of Boston through BBDO; Tom Hussey's three-night-a-week sportscast, sponsored by Kent Clothes through Arnold & Co.; spot adjacencies, sponsored by Victor coffee, Albany Carpet Cleaning Co. and the National Co., all handled by John C. Dowd Agency, and remaining availability, purchased by McCann-Erickson for Truval shirts.

WHDH also announced that the Grapefruit League exhibition games, aired through April 4, attracted adjacent time purchases by J. H. Burke Co., Philco distributor; Clinton Clothes, Somerville Nash Dealers and Truval shirts.

GraybaR recommends

GENERAL RADIO

Broadcast & Television Measuring Equipment

Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage; the 1182-T Frequency Monitor for TV video, which indicates transmitter frequency deviation. Complete specifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, New York 17, New York.* 5023

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

via GraybaR

• Distributor of *Western Electric* products

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. *These are the Graybar Broadcast Equipment Representatives in key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Production

TOM BROWN, formerly of WOR New York, appointed producer and talent auditioner at WFAA Dallas. He replaces **CRAIG BARTON,** on leave of absence as personal representaitve of Martha Graham Foundation in Europe.

JOHN F. TRIMBLE, formerly with WBT Charlotte, N. C., and before that with KFJZ Ft. Worth, Tex., KGGF Coffeyville, Kan., KFYO Lubbock, Tex., and KGNC Amarillo, joins announcing staff of WTOP Washington.

BOB RAIFORD, formerly with WSOC Charlotte, WABZ Albemarle and WEGO Concord, N. C., joins announcing staff of WIS Columbia, S. C.

KAY LIMONT, formerly in publicity at CBS, joins continuity department of WBRK Pittsfield, Mass., as scripwriter. She replaces **BRUCE MITCHELL,** resigned.

HUDSON FAUSSETT, stage and movie director, joins NBC-TV as producer.

GEORGE WALLACH, director of programs and operations of WNYC New York, resigns. He was with WNEW New York as producer-director before joining WNYC two years ago. His new association has not been announced.

BILLY STARR, singer for WREN Topeka, Kan., leaves station to do road work for Oscar Davis, WSM Nashville, Tenn., and *Grand Ole Opry* show.

Mrs. MARJORIE CHRISTOPHER, formerly in program department of WLW Cincinnati and later program director of KCRC Enid, Okla., appointed head of newly-created women's department of WQAM Miami, Fla. **DONALD F. FISCHER,** formerly NBC Washington's

Mr. Fischer

Mrs. Christopher

Presidential announcer and night program manager for NBC there, appointed head of new program department at WQAM.

DRUCIE SNYDER HORTON, daughter of Secretary of the Treasury Snyder, returns to WTTG (TV) Washington as hostess of *Ice Cream Social.*

DOUG NIXON promoted to program director of CBR Vancouver.

LEO PEPIN, formerly movie unit and production manager, joins CBS-TV Hollywood in newly created post of show manager. Other recent changes in network television department include naming of **RALPH NORMAN** as associate director of *Alan Young Show;* assigning of **KENNETH MacCLELLAND** as scenic designer on that show in addition to *Ed Wynn Show,* and appointing of **LEONARD AUERBACH** as stage manager for both TV shows.

GEORGE BARNES, formerly announcer of CKOY Ottawa, returns to that station after three months in Great Britain in theatrical work.

BARBARA HUSSIE, formerly CBS Hollywood script secretary, named to newly created post of casting director for network in Hollywood. She will serve both CBS and Columbia Pacific Network program department in auditioning new talent for radio and television, and assist producers and directors of both media in casting.

RICHARD RIFENBURG, former All-American football star and sportscaster on WPAG Ann Arbor, Mich., joins WJR Detroit as staff announcer. He will later assist **VAN PATRICK,** sports director.

JOHN SAUNDERS, formerly with WJW WGAR WEWS (TV) and WNBK (TV) all Cleveland, and WLW Cincinnati, WFMJ Youngstown, Ohio, joins WERE Cleveland as production supervisor.

JON MASSEY, Negro disc jockey for WWDC-AM-FM Washington, starts new show, 11:45 p.m. to midnight Sunday. Show will feature spiritual music.

WILLIAM R. MNICH, former station manager of Ohio U. stations, Athens, joins staff of WMAN Mansfield, Ohio, as announcer.

CLARKE THORNTON, formerly program director for WCUM Cumberland, Md., and before that with KLZ Denver, joins WMAL-AM-FM-TV Washington, as staff announcer.

A. WILLIAM BLUEM, graduate student at Ohio State U., was winner of initial CBS Awards competition for new writers of television scripts.

CHUCK PALMER and **FRANK McLAURIN,** formerly of KFXM San Bernardini, Calif., take their disc show, *Open House,* to KRNO same city. They also join KRNO as executive producers.

RUTH CRANE, women's director for WMAL-AM-FM-TV Washington, chosen by Washington Women's Advertising Club as its nominee for "Advertising Woman of the Year."

Mrs. GERTRUDE BERG, writer-director and actor in *The Goldbergs* on CBS-AM-TV, given commendation award by Veterans of Foreign Wars for program's "understanding portrayal of the American family. . . ."

JOAN TRANGSRUD, 19-year-old mail clerk for KNBC San Francisco, wins singing spot with Los Angeles and San Francisco Civic Light Opera Co. in an audition of more than 200 applicants. She also has been selected for competition in semi-finals of Atwater Kent auditions.

WILLIAM I. KAUFMAN, NBC-TV casting director, has written book, *Your Career in Television,* which Merlin Press, New York, will publish next month.

DUDE MARTIN, star of KGO-TV San Francisco *Hoffman Hayride,* given double award at banquet of San Francisco Academy of Television Arts and Sciences. His show was selected as best live show of 1949 and as having best live commercials.

CLAUDE KIRCHNER, star of ABC-TV's *Super Circus* and freelance Chicago announcer, adopts a 14-day-old boy, Kim.

HAROLD NIENKAMPER, disc jockey for KXOK St. Louis, is the father of a girl.

ROLLO HUNTER, program production manager of KECA Hollywood, is the father of a boy, Kevin Reed.

TO facilitate its sports, news and farm coverage, KCRG Cedar Rapids, Iowa, acquired this Beechcraft Bonanza. First major assignment went to KCRG's Sports Director Bob Brooks (center) to cover the Cedar Rapids Indians training camp at Daytona Beach, Fla. Chatting in the hangar before the takeoff are (l to r) Fred W. Wagenvoord, KCRG general manager; Mr. Brooks, and Jim Watham, general manager of Hunter Flying Service in Cedar Rapids, Eastern Iowa Beechcraft distributor. KCRG has announced acquisition of exclusive broadcast rights to every game the Cedar Rapids team plays in the Three-I League during the 1950 season.

DEFENDS TR USE

Article Cites Defense Need

COMMERCIAL installation of radio for broadcast to busses has been considered acceptable, not only to the riding public but to defense authorities, according to an article titled "Disservice by Liberals," which appeared in the March 29 issue of the *Army-Navy Union News.*

The publication charged that the drive against the use of commercial radio on busses and street cars is part of the program by which "our professional liberals, especially in Washington . . . are dividing our people with agitation." It also declared that in case of an attack during war, thousands of people in busses, street cars and trains would be completely cut off without radio communication from a central point.

WGN Takes Ziv Shows

WGN Chicago has bought five Frederic W. Ziv transcribed shows on a one-year contract it was announced last week. They are *Philo Vance, Guy Lombardo, Favorite Story* and *Lightning Jim,* all half-hours, and *The Menjous,* five-a-week strip. The sale was made by Stan Levey, Chicago representative of Ziv, and Al Unger, Ziv vice president and general sales manager from New York.

RADIO FEATURES

Staff Is Reorganized

PERSONNEL at Radio Features Inc., Chicago package firm, was reorganized last week after the resignation of Ken Houston, executive vice president, and Violet Warren, head of the prize and research staff. Robert Johlie rejoins the firm as director of the prize division, working with Elaine Franklin, according to President Walter Schwimmer.

Mabel Johnson is in charge of the research division on *Tello-Test,* and George Guyan, former Western sales manager for WGN Chicago works as sales manager.

Mr. Houston, with Reuben R. Kaufman, president of Kaufman and Assoc., Chicago agency, is organizing Monitor Productions, radio and TV package firm. Mr. Houston, who is president, and Mr. Kaufman will be equal partners, with the latter remaining inactive. Miss Warren has been appointed director of the prize and research departments. Offices are located at 59 E. Van Buren. Monitor has several shows planned, among which are giveaways.

CBS Planning Group

SPECIAL planning group to develop new ideas for exploitation of its programs and personalities has been formed by CBS Hollywood. Irving Fein, publicity director for Amusement Enterprises Inc., heads new group whose members will include Lloyd Brownfield, director of CBS press information, Hollywood; Arthur Wilde, Hollywood representative of CBS network sales promotion; Rodney Voigt of CBS Hollywood press information and Arthur Sawyer, CBS Hollywood trade news editor.

'JOB JUMPING'

Senate Bill Would Include FCC

FCC COMMISSIONERS and other government officials would be affected by a bill introduced in the Senate last week to stop the so-called practice of government "job-jumping" into private industry.

The measure, sponsored by Sen. Hugh Butler (R-Neb), is similar to a provision of the McFarland FCC procedural bill (S 1973), passed by the Senate and temporarily bottlenecked in a House subcommittee [BROADCASTING, April 3].

Carrying a penalty of $10,000 fine and/or one year imprisonment, the Butler Bill would prohibit an official or employe of a particular agency or department from acting as counsel, attorney or agent for a private party involved in proceedings before it for at least two years after the official resigns.

Sen. Butler specifically mentioned the FCC as an agency where the practice of "job jumping" has been prevalent and conspicuous. He referred to an article he had published in the *American* magazine this month. It mentions former FCC Chairmen Charles R. Denny Jr., and Paul Porter and former Federal Radio Commissioner Harold A. Lafount as "Old Grad" examples. Mr. Denny now is a member of the board of directors and executive vice president at NBC. Mr. Porter is a Washington attorney qualified to practice before the FCC. Mr. Lafount, who left FRC in 1934, subsequently became general manager of the Bulova Radio Stations, and recently retired from business.

Cites Porter

While the article points out that the acceptance of such jobs implies nothing "improper," Sen. Butler said he felt "that, in general, situations such as this should be avoided."

Referring to Mr. Porter, the article cites him as an example of an ex-FCC chairman who "now is actively pressing the cases of powerful private clients before the Commission." Mr. Lafount, the Senator wrote, "set himself up as a radio adviser and counsel in Washington.. His ability in getting FCC approval for stations he represented—and in helping get the FCC to overlook some activities involving one of his clients—became the subject of a senatorial investigation."

According to Sen. Butler, his bill, referred to the Senate Judiciary Committee, would apply to all persons in government service including Congressmen and Congressional employes. Exempted would be those whose terms of appointment or election expired, or those who leave government service involuntarily, and members of the judicial branch.

The Butler Bill differs from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of their terms. Key staff employes of FCC would be forbidden by the McFarland Bill to represent licensees for one year after they leave the Commission.

Sen. Butler said the practice is "one of the greatest problems in the operation of the Federal Government today." Specifically, he said, he wanted to single out those who resigned their government jobs "to sell their influence with their former agencies to business firms, organized lobbies, and other persons or groups with a monetary interest in the decisions that must be made by those agencies."

Other agencies, and examples of job-jumping were cited.

SAUDEK NAMED

Nominated N. Y. REC Head

ROBERT SAUDEK, ABC vice president in charge of public affairs, last week was nominated as president of the New York Radio Executives Club. Nomination on the official slate is tantamount to election.

Mr. Saudek

John Karol, CBS sales manager is the club's retiring president. Nominated as vice president of the club was Ralph Weil, general manager of WOV New York.

Lewis H. Avery, president of Avery-Knodel Inc., station representative, was nominated for reelection as treasurer. Claude Barrere, manager of the Foreign Language Quality Network, was nominated for his sixth term as secretary. Election will be conducted at the May 4 meeting of the club.

Raytheon Names Stout

APPOINTMENT of Edward E. Stout as broadcast equipment Northwest representative for Raytheon Mfg. Co. was announced last week by Leonard A. Rooney, manager of the company's broadcast sales. Mr. Stout replaces Adrian Van Santen, former territory representative who resigned to enter another field.

WEBSTER NAMED

To Policy Board

COMR. E. M. WEBSTER was reported last week to be slated for appointment of FCC's liaison representative with the President's Communications Policy Board studying overall frequency uses and communications problems.

This disclosure came concurrently with announcement that the State Dept.'s liaison officer will be Cecil G. Harrison, assistant chief of the Telecommunications Policy Staff.

Radiorama

AS 'thank you' for public service from the U. of Nebraska, this plaque, held by John Alexander, KODY North Platte, pres. Nebraska Broadcasters Assn., was presented at Lincoln last month to representatives of 13 of the state's 22 stations. Those present at ceremony included (l to r) Lyle DeMoss, WOW Omaha; Harry Peck, KFOR Lincoln; Carl W. Borgmann, Nebraska U., who made the presentation; Mr. Alexander; Virgil Sharpe, KOIL Omaha. Plaque was made by the school's mechanical engineering and practical arts students.

FOR "many hours of pleasure to the blind," Lanny Ross (r) receives award of merit at Philadelphia ceremonies marking the opening of "Educational Week for the Blind." Joseph G. Cauffman (l), chairman of the project, makes the award, as Benedict Gimbel Jr., WIP president and general manager, stands by.

WEARING Easter bonnets, some of hundreds sent in when News Director Chuck Harrison, WHBF Rock Island, Ill., announced he was seeking one for his wife, are (l to r): Front, Forest Cooke, prog. dir.; Bob Sinnett, chief engr.; back row, Maurice Corken, sales mgr.; Les Johnson, gen. mgr.; Mr. Harrison.

STATION Owner-Singer Gene Autry (l) and Edward Wallerstein, pres., Columbia Records Inc., launch hit, "Peter Cottontail," reported by Columbia to have sold 175,000 copies in one week. The two also are responsible for producing a million record sales for "Rudolph, the Red-Nosed Reindeer."

AT Chicago dinner when several oil companies presented exhibits to the Museum of Science and Industry are (l to r): Front, Gov. Adlai Stevenson of Illinois; Maj. Lenox Lohr, Museum pres. and former NBC pres., back, Rawleigh Warner, pres., Pure Oil Co.; H. V. Kaltenborn, Pure Oil commentator.

LOOKING over the script for the new *Occident Family Party* broadcast Friday, 7:30-8 p.m. over WCCO Minneapolis-St. Paul, are (l to r) Art Lund, radio director, Campbell-Mithun Inc.; Walter S. Coleman, manager, grocery products division, Russell Miller Milling Co., sponsor; Stewart MacPherson, WCCO.

ENJOYING an informal discussion before the recent General Motors Automobile Night Dinner in Los Angeles are (l to r): Mark Finley, KHJ Los Angeles promotion manager; Henry Clark, plant manager, GM's Buick-Oldsmobile-Pontiac Assembly Div. in Southgate, and Pat Hogan, radio-TV editor, *Los Angeles Examiner*.

Convention Gavel

(Continued from page 25)

next Sunday, carrying a $5 (including lunch) registration fee, is open to non-members as well as members of NAB. It will be held in the South Ballroom, third floor. Programming is in charge of Ted Cott, formerly of WNEW New York and new manager of NBC stations in New York, and Lee W. Jacobs, KBKR Baker, Ore., convention subcommittee chairman. Mr. Cott promoted and arranged the first independent's meeting last year.

Opening the all-day program will be a discussion of the out-of-home audience, with research material to be presented by Sydney Roslow, president of The Pulse Inc. Promotion, programming and sale of this audience will be taken up by Hugh Feltis, KING Seattle, chairman, and Norman Glenn, *Sponsor*. A panel on mail order business will include Cecil Hoge, of Huber-Hoge Inc., and Ralph Weil, WOV New York.

Edgar Kobak, business consultant and former MBS president, will speak at the luncheon on the subject, "Let's Face It."

Development and sale of new program resources will be taken up by a panel of which Arnold Hartley, WOV New York, is chairman. Other members are Carl Haverlin, BMI; Charles E. Rynd, Ampex Co.; Edward Gruskin, Economic Cooporation Administration; Foy Kohler, Voice of America; Pierre Crenesse, French Broadcasting System; Sellman C. Schultz, Decca Records; Joe Csida, RCA-Victor; John Sinn, Frederic W. Ziv Co. and World Broadcasting System; Maurice B. Mitchell, Broadcast Advertising Bureau; Jerry Franken, *Billboard*.

Sports Clinic

Windup feature is a sports clinic with Patt MacDonald, WHHM Memphis and FM Committee member, as chairman. Leonard Marks, of Cohn & Marks, will discuss legal aspects with Ben Strouse, WWDC Washington, taking up programming and sports adjacencies.

The FM meeting, opening Monday at 9:30 a. m., precedes the formal opening of the Management Conference at the luncheon. A three-point program has been arranged by Matthew H. Bonebrake, KOCY-FM Oklahoma City, and Ed Sellers, director of the NAB FM Dept.

Mr. Bonebrake will open the meeting, to be held in the North Ballroom on the third floor of the Stevens. He will introduce Howard Lane, WJJD Chicago, retiring NAB director-at-large and chairman of the 1950 convention committee. Mr. Lane will discuss functional music as opening feature of a panel on specialized adaptations of FM.

Chet L. Thomas, KXOK-FM St. Louis and president of Transit Radio Inc., will discuss transit as a medium for retailers. Stanley Joseloff, president of Storecast Corp. of America, will talk on FM's place in advertising. Mr. Bonebrake will speak on FM networking. He operates a regional hookup with KOCY-FM as key outlet.

Edward L. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Alton, Ill., will tell how to use all types of special FM services. Topic for Ed Davis, of Musicast, San Francisco, is "Sell Silence."

Second Monday morning topic for the FM group is building and selling the FM audience. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., will speak for duplication. Mr. Lindsay is a retiring NAB board member. Robert Dean, KOTA-AM-FM Rapid City, S. D., will speak against duplication.

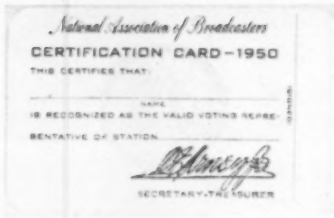
Measurement Theme

Final theme deals with measurement of the FM audience. Dr. Kenneth H. Baker, NAB research director and acting president of BMB, will be speaker.

Concluding the morning is a question-answer period. On the FM panel will be Messrs. Lane, Thomas, Joseloff, Lindsay, Dean, Bonebrake, Wheeler; Everett L. Dillard, WASH (FM) Washington, a retiring NAB director; Frank U. Fletcher, WARL-AM-FM Arlington, Va., NAB director-at-large for FM; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Josh Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Formal opening of the Management Conference takes place at 12 noon next Monday in the Grand Ballroom. Presiding will be Mr. Lane, as chairman of the Convention Sites & Policy Committee. He will introduce President Justin Miller, who will formally open the convention.

Special head table guests will be members of the board of directors



NAB certification card for convention voting.

* * *

of Broadcast Music Inc., celebrating its 10th anniversary.

As soon as the meal has been completed the delegates will move through the ballroom ramp to the adjoining Eighth St. Theatre, where all convention meetings will be held. First speaker, at 1:30 p. m., will be Hon. Carlos P. Romulo, diplomat and president of the UN General Assembly. A famed orator and authority on international matters, Ambassador Romulo will speak on "The American Broadcaster's Responsibility in World Affairs."

Steinkraus To Speak

Second speaker, at 2:30 p. m., will be Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president of Bridgeport Brass Co. He will speak on "The American Broadcaster's Responsibility in Industry."

A labor panel starting at 3:30 p. m. will be under chairmanship of Judge Miller. Representing labor will be Daniel W. Tracy, president of International Brotherhood of Electrical Workers (IBEW), and A. Frank Reel, executive secretary, American Federation of Radio Artists (AFRA). Management representatives will be Chet Thomas, general manager of KXOK St. Louis, and Harold Essex, vice president and managing director of WSJS Winston-Salem, N. C. Theme of the panel is "The American Broadcaster's Responsibility in Labor Relations."

The evening is free, with the exhibits remaining open until 9 p. m.

Only business meeting of the Management Conference will be held Tuesday morning at 9:30, with Judge Miller presiding. Dr. Baker will be chairman of a discussion on Broadcast Measurement Bureau. He will outline the present status of BMB and explain its current study as well as its acceptance among advertisers and agencies.

The BMB discussion, of course, will go into the preliminary organization plans for Broadcast Audience Measurement Inc. (BAM), slated to be successor to BMB.

No other topics, aside from resolutions, are scheduled for the morning meeting. Admission to the main convention floor will be limited to those having NAB certification cards. They will be eligible to cast votes on resolutions and convention motions. This meeting is titled, "The American Broadcaster's Responsibility in His Own Profession."

After the Tuesday luncheon, at which a group of BMB publishers will be guests, FCC Chairman Wayne Coy will speak in the theatre. His talk will be built around the theme, "The American Broadcaster's Responsibility to His Government."

Hoffman Scheduled

Two speakers will address the afternoon session starting at 2:30. They are Paul G. Hoffman, administrator of Economic Cooperation Administration, speaking on the broadcaster's position in world economics, and H. E. Babcock, author, agricultural leader and director of a number of corporations. Mr. Babcock's topic will be the broadcaster's responsibility in agriculture.

Dave Garroway, m. c. of the *Garroway at Large* TV program on NBC, will preside at the Wednesday morning TV meeting. Opening feature of the agenda is a skit, "The Morning After," by the *Kukla, Fran & Ollie* NBC cast. Burr Tillstrom, who voices many of the cast's roles and directs the program, will discuss "A Show a Day."

Eugene S. Thomas, WOIC (TV) Washington, re-elected as an NAB TV director-at-large, will speak on the topic "NAB-TV."

A panel will be built around the theme, "The Show's the Thing." Jack Mabley, radio and TV editor of the *Chicago Daily News*, will speak for the public on the topic "I Watch It." Ernest Walling, NBC producer, speaking for networks, will have as his topic, "*I Produce It Nationally*." Robert D. Swezey, manager of WDSU-TV New Orleans and re-elected NAB TV director-at-large, will speak for the station on the topic, "I Produce It Locally." Questions will be presented from the floor, as well as ideas.

Concluding feature of the TV session as well as the Management

(Continued on page 51)

ATTENDING the dinner in New Orleans sponsored by the Mutual affiliates, in honor of Pete Johnson, vice president of MBS, and Charles Godwin of MBS station relations, are (l to r): Seated, Jimmie Willson, general manager, WLAU Laurel, Miss.; Mr. Goodwin; James E. Gorden, general manager, WNOE New Orleans; Mr. Johnson; Louis S. Prejean, president, WAFB Baton Rouge, La.; standing, J. W. Carlier, general manager, WRBC Jackson, Miss.; W. E. Jones, general manager, KSLO Opelousas; Lloyd Goodin, general manager, KRUS Ruston, La.; Tom Gibbons, general manager, WAFB; Dierrell Ham, general manager, KANE New Iberia, La., and Bill Ford, KENT Shreveport. Also present but not shown was Gene Tibbett, general manager, WLOX Biloxi, Miss.

To Participate in FCC-Industry Roundtable

*Mr. Bailey Mr. Chapin Mr. Barr Mr. Willoughby Mr. Braum Mr. Allen Mr. Plummer

Mr. McNaughten Mr. Johnson Mr. Compton Mr. Lodge Mr. Guy Mr. Jett Mr. Marx

* Mr. Bailey to preside. All others in top row, represent the FCC; lower panel are representatives from industry.

Registration

(Continued from page 25)

N. J.; Kilpatrick, Leroy, WSAZ Huntington, W. Va.; Klein, Glen, KAUS Austin, Minn.; Krahl, Kenneth, KMBC-KFRM Kansas City, Mo.;

La Marque, J. W., Graybar Electric Co. Inc., New York; Leeman, Alvin, WKBH La Crosse, Wis.; Levi, Winfield R., BROADCASTING-TELECASTING; Lewis, C. M., RCA Victor, Camden, N. J.; Lewis, Louie, WOI Ames, Iowa; Leydorf, G. F., WJR Detroit, Mich.; Lorber, John F., Raytheon Mfg. Co., Watertown, Mass.; Magin, Theodore G., WDAN Danville, Ill.; Marty, Roland H., KIJV Huron, S. D.; Mathiot, J. E., WGAL Lancaster, Pa.; McConnell, Thane E., Collins Radio Co., Cedar Rapids, Iowa; McCracken, Art, WFAH Alliance, Ohio; Meyers, Walter, WJJD Chicago, Ill.; Miller, J. A., Lang-Worth Feature Program Inc., New York; Minor, M. J., WBT Charlotte, N. C.; Moler, A. R., KMBC-KFRM, Kansas City, Mo.; Motley, Lyle, WBTM Danville, Va.; Neary, John F., Lehigh Structural Steel Co., New York; Neely, Hal G., Allied Record Manufacturing Co., Hollywood; Nelson, Ivar, KFYR Bismarck, N. D.; Nenby, Harold, KAKE Wichita, Kan.; Nopper, Carlton G., WMAR Baltimore, Md.;

Paul, S. J., BROADCASTING-TELECASTING; Pegler, Jack A., Television Zoomar Corp., New York; Perry, Roger L., WPOR Portland, Me.; Poppele, J. R., WOR New York; Pratt, D., RCA Victor, Camden, N. J.; Pratt, Roy, WHO Des Moines, Iowa; Pyle, K. W., KFBI Wichita, Kan.; Quentin, Charles, KRNT Des Moines, Iowa; Rawls, Lucien, WSM Nashville, Tenn.; Rector, Chester, WIOU Kokomo, Ind.; Reed, Elmo, WJPG Green Bay, Wis.; Reid, Robert H., INS, New York; Rekart, Arthur F., KXOK St. Louis; Risk, J. E., KSD St. Louis; Rissler, Harold D., WHO Des Moines, Iowa; Rowe, Thomas L., WLS Chicago; Ruston, John, Allen B. DuMont Labs Inc., Clifton, N. J.;

Sawyer, Roger E., KGLO Mason City, Iowa; Schooley, C. E., AT&T, New York; Shelby, Robert E., NBC, New York; Sheridan, Charles J., Transit Radio Inc., Cincinnati; Sinclair, David G., KVFD-KFMY Fort Dodge, Iowa; Smith, Ken, Allied Record Mfg. Co., Hollywood; Snedeker, M. L., WERE Cleveland; Snider, Robert, KTUL Tulsa, Okla.; Snyder, Reed E., WHO Des Moines, Iowa; Stafford, Leo, KOAM Pittsburg, Kan.; Stantz, L. H., WNBF Binghamton, N. Y.; Stauffer, Ray, WHO Des Moines, Iowa; Straub, Nevin L., WJAC Johnstown, Pa.; Stuckwish, Milburn H., WSOY Decatur, Ill.; Swaringen, E. C., WTAX Springfield, Ill.; Symons, Wm. E., WSAI Cincinnati;

Taylor, Herman D., WTIC Hartford, Conn.; Taylor, J. P., RCA Victor, Camden, N. J.; Tharpe, James B., DuMont Labs, Clifton, N. J.; Thomas, M. W., KOMA Oklahoma City; Tracy, E. C., RCA Victor, Camden, N. J.; Trainor, M. A., RCA Victor, Camden, N. J.; Troman, R. A., Blaw-Knox Co., Pittsburgh; Walker, John, KHQ Spokane, Wash.; Wehrman, Harvey E., KLZ Denver; Whitman, Urlin, WTAD Quincy, Ill.; Wilson, George A., WKRC Cincinnati; Wingard, Lloyd C., WGAR Cleveland; Yandell, Ryburn, WJPF Herrin, Ill.; Yarger, C. R., KSD St. Louis.

ALL-RADIO FILM

Good Reception in Jamestown

RETAILERS in Jamestown, N. Y., commented enthusiastically on the industry promotion film, "Lightning That Talks," after a showing before the Jamestown Advertising & Sales Club, according to Simon R. Goldman, WJTN-AM-FM.

If supported by follow-through roundtable on the radio medium, the film provides the basis for a successful meeting, Mr. Goldman said as a result of his local showing. He said, local newspaper representatives who recognized the film was designed to depict radio's sales story, were not at all indignant, as in the case of some showings in other cities.

"As far as we are concerned, the film helped us have a very profitable evening for radio in the Jamestown area," Mr. Goldman said. "We certainly received our money's worth from the picture. I'm confident that a well-planned evening with the film in the kick-off spot will do a job for radio and the stations making the presentation."

Plough Inc. Sales

PLOUGH INC. (St. Joseph aspirin), parent company of WMPS Inc., owner and operator of WMPS Memphis, has reported sales for the first quarter of 1950 totaling $3,906,000, as compared with $3,-972,000 in the same period in 1949. For the same period, net earnings were $148,800, or 33 cents per share, compared with $136,400, or 30 cents per share in the same quarter of 1949.

KFWB SALE

Maizlish Would Pay $350,000

NEGOTIATIONS are under way for sale of KFWB Hollywood by Warner Bros. to Harry Maizlish, KFWB general manager, the film studio announced last week in a brief statement. Agreement specifies $350,000 consideration.

Warner Bros., which has owned and operated KFWB for 25 years, is disposing of the station in line with its policy to drop all interests not directly associated with motion picture production. KFWB is assigned 5 kw on 980 kc.

Other Principals

Persons who will be associated with Mr. Maizlish in the venture were not disclosed but it was indicated backing includes a New England banking group. Mr. Maizlish has been manager of KFWB for 13 years. Prior to that he was in the Warner Bros. Hollywood exploitation department and earlier had been in film distribution and publicity in Atlantic City.

Meanwhile it also was reported on the West Coast that negotiations were underway between Warner Bros. and CBS whereby the network would acquire the Warner studio lot at Sunset Blvd. at Bronson St. for use in television operations. KFWB is on the Fernwood Ave. side of this block square property and would be protected. CBS in New York, however, claimed the Warner lot is only one of several it has considered and no agreement "of any kind is near jelling."

Blackburn Elected

JAMES W. BLACKBURN, with McCann-Erickson as a copy group head for the past ten years, has been appointed a vice president.

Engineering Agenda

(Continued from page 24)

Nashville, member, NAB Engineering Executive Committee.

FIVE KW AIR-COOLED TELEVISION TRASMITTERS FOR VHF—E. Bradburd, Federal Telecommunications Labs., Nutley, N. J.

A SUPERGAIN ANTENNA FOR VHF TELEVISION—L. J. Wolf, RCA Engineering Products, Camden.

16 mm TELECASTING PROJECTORS—Blair Foulds and Frank N. Gillette, General Precision Laboratory, Pleasantville, N. Y.

OPERATION OF BELL SYSTEM TELEVISION NETWORK FACILITIES—Charles E. Schooley, American Telephone & Telegraph Co., New York.

TELEVISION SOUND DIPLEXING IN A TELEVISION LINK—Leo Staschover and H. G. Miller, Federal Telecommunications Labs., Nutley, N. J.

TELEVISION ECONOMICS—Robin D. Compton, WOIC (TV) Washington.

10 WATT FM FOR EDUCATION—Thane E. McConnell, Collins Radio Co., Cedar Rapids, Ia.

12:30 to 2:30 p.m.—Boulevard Room

Presiding: A. James Ebell, WMBD Peoria, Ill. chairman, NAB Engineering Executive Committee

TELEVISION POSSIBILITIES — G. Emerson Markham, Director, NAB Dept. of Television.

2:30 p.m. to 5:45 p.m.—North Ballroom

Presiding: K. W. Pyle, KFBI Wichita, Kans., alternate member, NAB Engineering Executive Committee.

ENGINEERING ASPECTS OF TRANSIT RADIO—Charles Sheridan, Transit Radio Inc., Cincinnati.

A MINIATURE CONDENSER MICROPHONE FOR RADIO AND TELEVISION—John K. Hilliard, Altec-Lansing Corp., Hollywood.

FACSIMILE—PRESENT AND FUTURE—John V. L. Hogan, Hogan Labs., New York.

RECESS

A NEW 1 KW AM BROADCAST TRANSMITTER—Lauren K. Findley, Collins Radio Co., Cedar Rapids, Ia.

THE COLUMBIA HOT STYLUS RECORDING TECHNIQUE—W. S. Bachman, Columbia Records, New York.

DESIGN CONSIDERATIONS AND DEVELOPMENT OF A NEW TYPE 5 KW AM TRANSMITTER—Fred Grimwood, Gates Radio Co., Quincy, Ill.

SATURDAY, APRIL 15

9:30 a.m. to 1:00 p.m.—North Ballroom

Presiding: Neal McNaughten, NAB

MAGNETIC RECORDING ADVANCES IN 1949 AND 1950—W. Earl Stewart, RCA, member, Magnetic Recording Group, NAB Recording & Reproducing Standards Committee.

FCC AUDIO PROOF OF PERFORMANCE TESTS—George Adair, Consultant, Washington.

ENGINEERS AND MANAGEMENT—Richard P. Doherty, director, NAB Dept. of Employe-Employer Relations.

FCC—INDUSTRY ROUNDTABLE.

Presiding: Stuart Bailey, Jansky & Bailey, Washington.

FCC MEMBERS (from the Engineering Department in fields of Research and Broadcasting)

Curtis Plummer

John A. Willoughby

James E. Barr

Cyril M. Braum

Edward W. Allen

Edward W. Chapin

INDUSTRY MEMBERS

Raymond F. Guy, NBC

E. K. Jett, WMAR-TV Baltimore

E. M. Johnson, MBS

William B. Lodge, CBS

Frank Marx, ABC

Neal McNaughten, NAB

Robin D. Compton, WOIC (TV)

3 p.m.

Meeting, NAB Recording & Reproducing Standards Committee.

STAND-BY PAPERS

A NEW TELEVISION DE-MODULATOR—Jack W. Downie, General Electric Co.

RECENT IMPROVEMENTS IN TELEVISING MOTION PICTURE FILM—Robert Myers, Transmitter Division, Allen B. DuMont Labs.

A SMALL SIZE HIGH-FIDELITY RIBBON PRESSURE MICROPHONE FOR AM, FM AND TV BROADCASTING—Harry F. Olson, Head, Acoustical Research, RCA Labs., Princeton, N.J.

WOR TOWER FIGHT

Case Nears Completion

BID OF WOR New York to increase the height of its towers at Carteret, N. J.—vigorously contested by the Civil Aeronautics Administration, Air Transport Assn. and Port of New York Authority—has moved one step nearer decision as parties to the involved FCC hearing filed their proposed findings.

WOR, which has been after the modification since 1937, seeks to change its directional array by replacing the present two 410-ft. vertical towers with two new 658 ft. towers. The new array would be top loaded to simulate an electrical height of 195°, which would "substantially extend the present daytime service area" of WOR as well as primary and secondary nighttime service areas. WOR is assigned 50 kw on 710 kc as a Class I-B clear channel outlet.

Chief objection to the new towers by the aviation groups is that they would constitute a "menace" to air navigation in an already highly congested metropolitan area.

NAB Supports WOR

NAB's brief in the case supports WOR's bid, noting the decision would "form a basic precedent for the accommodation of conflicting broadcasting and aeronautical interests throughout the United States." NAB noted that no evidence was produced to show that the change in flight rules for Newark airport would be "abnormal or extraordinary" in comparison with those of other metropolitan airports of the same class. Neither was a showing made that Newark's desirability as a terminus "would be materially impaired," NAB said.

Other obstructions in the area already limit Linden airport, a small commercial field just one mile from the towers, NAB said, noting the WOR situation was known when the Linden field was licensed.

WOR told the Commission the new towers, using the special marking devices it proposes, actually would be an aid to air navigation "sorely needed" in the area. The towers would be marked with special high-intensity beacons, WOR said, as well as with electronic devices which nearly all planes in that area are capable of using. WOR claimed no justification exists in the record whereby the towers could be termed a "hazard" to aircraft.

Cites Interference

The station told the Commission that use of the new array also would substantially reduce interference with KIRO Seattle, explaining that the 124,222 people in an area of 20,500 sq. mi. now affected would be reduced to 31,887 persons in 9,640 sq. mi. Only negligible increases in interference would occur to WKRG Mobile, KGNC Amarillo, WGBS Miami and WHB Kansas City, it was said.

CAA observed the case "is the first such proceeding in the history of the Commission in which the Administrator has presented evidence, as a party, with respect to the aeronautical hazard that would be created by the granting of a transmitter construction permit." CAA said however the situation was not unique in that FCC submitted applications for CAA's approval relating to towers and that the WOR proposal had been so rejected.

CAA told the Commission that of the total of 2,286 such applications "which we received and investigated during the period July 1, 1948, to November 1, 1949, [CAA] raised objections to only 83" and "a number of these have been compromised by relocating the obstruction." It was noted a compromise had been made with WOR on construction of its TV towers and that CAA "assisted that relocation by providing engineering advice" as in other cases.

CAA pointed out that since FCC has no authority to change air navigation procedures as would be required in the area, the Commission's decision cannot be based on an assumption the procedures would be changed. CAA already has opposed any such change.

CAA further noted that WOR's proposal for special marking violates its standards, based on the international standards, and hence also FCC's rules which require towers to meet CAA specifications and approval. Confusion with airport landing markers also was alleged. CAA in addition held that the WOR proposal, which also would require special marking of other radio towers in the area, properly called for a general rule-making proceeding and hence could not be considered in the case.

In terming the proposed towers a hazard, CAA said WOR itself has complained to the Administrator that planes were flying too close to the present towers.

ATA, taking a similar position to CAA, told FCC that WOR was not asking an aviation regulatory body to change its flight rules but rather asking a radio regulatory body to do so by "indirection."

The Port of New York Authority also told FCC it has already spent $1,000,000 on development of Newark airport, in which nearly $24,000,000 has been invested. Of this amount $14,000,000 represents Federal funds. The Port said the towers would adversely affect the "master plan" approved by CAA for continued expansion and reconstruction of the airport.

The Port also claimed the "elaborate" electronic devices proposed by WOR to mark the towers "are not adaptable to or regularly used in all types of aircraft, particularly small private aircraft." Violation of CAA marking standards also was claimed.

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Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

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Milestones

► WADC Akron, Ohio, celebrated its 25th anniversary April 8. Station was founded by Allen T. Simmons, who purchased the equipment for a temporary station set up by auto dealers to promote the 1925 Akron Automobile Show. In 1927, WADC affiliated with CBS.

Mr. Simmons

► *American Forum of the Air*, NBC feature, celebrated the 22d anniversary of its initial airing late last month.

► WIBA Madison, Wis., marked its 25th anniversary last week with several commemorative programs. Station, owned by the Badger Broadcasting Co., subsidiary of the *Capital Times* and *Wisconsin State Journal* (both Madison) took the air April 2, 1925, with a 100 w transmitter installed in a corner of a local dance hall. Affiliated with NBC since 1931, WIBA operates with 5,000 w day and night on 1310 kc. Ken Schmitt, manager, has been with the station during its entire history, as has William T. Evjue, president of Badger Broadcasting and editor of the *Capital Times*.

ATLANTA MERGER

To Transfer WCON-FM-TV

APPLICATION to transfer WCON-FM-TV Atlanta from the Atlanta *Constitution* to Atlanta Newspapers Inc., proposed new firm consolidating the ownership of the *Constitution* and the Atlanta *Journal*, was filed with FCC last week [CLOSED CIRCUIT, April 3]. Bids to switch the *Journal's* WSB-AM-FM-TV to the new firm already have been filed.

Explanation of the further step to effect the consolidation was given to the Commission in a letter signed jointly by Clark Howell, publisher of the *Constitution*, who will become preferred stockholder in Atlanta Newspapers, and H. B. Wilcox, secretary-treasurer of the *Journal*, who becomes secretary-treasurer of Atlanta Newspapers. Ex-Gov. James M. Cox, chief owner of the *Journal*, will acquire control of the new firm under the agreement and become board chairman.

When WCON-TV is licensed, Atlanta Newspapers would turn in the license for WSB-TV for Channel 8 (180-186 mc), with the latter moving to the WCON-TV Channel 2 (54-60 mc) assignment and using the WCON-TV transmitter plant and 1,000-ft antenna, now nearing completion. Since WCON-FM operates from the same site, the license of WSB-FM also would be surrendered upon licensing of WCON-FM.

Will Surrender WCON

As soon as the Commission approves the transfers, the permit for WCON is to be surrendered, FCC was told. Atlanta Newspapers would continue WSB, 50 kw clear channel outlet on 750 kc.

Fort Industry Co.'s WAGA Atlanta already has filed application for permission to switch from 5 kw on 590 kc to WCON's assignment of 5 kw on 550 kc when the transfers are effected. WAGA has offered to purchase the WCON AM plant for $237,500. Original cost of the entire WCON-AM-FM-TV plant was reported to the Commission was $946,280.50.

All of the common stock of Atlanta Newspapers Inc. will be held by present owners of the *Journal*, a Cox family interest, while all the preferred stock, a convertible issue, will be held by the Howell group. Mr. Howell becomes vice chairman of the board of Atlanta Newspapers. J. Leonard Reinsch, managing director of the Cox radio properties, which include WHIO Dayton, Ohio, and WIOD Miami, Fla., in addition to WSB, will become radio director of the new firm as well as a member of its board.

Richards Probe

(Continued from page 30)

with respect to his news policy."

Mr. Richards' instructions to him, he said, were "definite and positive and there was no doubt as to what he was instructing me about."

When defense counsel demanded that he point out anything "false" in the newspaper stories or editorials, the witness replied:

"There may have been nothing wrong with the individual story. It was the fact that Mr. Richards' selected it and why he selected it that was wrong."

When he complained about certain items, Mr. Dehner testified the station owner retaliated with, "We're not expressing an opinion, we're reporting what someone else said." But, Mr. Dehner said, the opinion of the person quoted always coincided with that of Mr. Richards.

'For Good of Industry'

Eddie Lyon, FCC witness on March 31 [BROADCASTING, April 3], while under cross-examination in his second day on the stand, interrupted Defense Counsel Fulton to declare that "I want to make one thing clear. I am not here to hurt anyone. I am not here out of friendship to anyone. KMPC is but one tiny segment of a vast industry, to which I have devoted 21 years. I am here for the good of the industry."

Mr. Lyon reiterated that Mr. Richards had ordered him to refer to President Truman as a "pip-squeak" and Henry Wallace as a "pin-head"—instructions which he said he ignored.

Mr. Fulton demanded:

"Isn't it a fact that neither of these orders were even given?"

At this point Mr. Lyon broke into Mr. Fulton's salvo of questions to protest to Examiner Johnson:

"Your honor, I resent being cross-examined with the implication that I am lying under oath."

Mr. Fulton alluded frequently to Mr. Lyon's previous day's admission that he had given a false report to KMPC management concerning an affidavit he submitted to FCC about the station's operations and news policies.

Charges Intimidation

When defense counsel asked Mr. Ford, "Do you want to withdraw this witness or do you want to continue to vouch for his credibility?" Mr. Ford retorted, addressing Judge Johnson:

"Mr. Fulton is deliberately misconstruing function of the Commission counsel and trying to intimidate the witness."

Mr. Lyon said that although he didn't always follow instructions, he carried out a great many of Mr. Richards' orders.

Testimony of George Lewin, self-described "straw boss" of KMPC newsroom from early 1947 to early 1948, was surprisingly brief. Mr. Lewin, who had been regarded as second only to Clete Roberts in the FCC array of witnesses, told of orders purportedly issued by Mr. Richards. Like other witnesses, however, Mr. Lewin couldn't point specifically to any wholly false statement about anyone that KMPC had broadcast.

"Let the witness stipulate," quipped Mr. Lewin as defense counsel began cross-examination, "that there's going to be a lot of faulty memory." Mr. Lewin mentioned Leo Durocher, Laraine Day and the newly formed republic of Israeli as additional subjects of Mr. Richards' displeasure.

RICHARDS CASE

Calif. Group Cites Issues

A PLEA that the public not lose sight of the real issues in the G. A. (Dick) Richards case (see story page 30) has been issued by the Southern California Assn. for Better Radio and Television.

The association claimed that counsel for Mr. Richards, who has been accused of ordering the slanting of news on his KMPC Los Angeles, are attempting to try the case by charging FCC as a government agency with interfering with "private business."

"A radio station," the association asserted, "is not private business. Air over which a station broadcasts belongs to the people, and FCC licenses are granted with understanding that station will be operated 'in interests of the public.'

"Coloring of the news is a disservice to the public. If there are indications that a station presents biased newscasts and commentaries, it is proper and fitting for the FCC to act."

The association urged the public to attend sessions of the Los Angeles hearing, at which Mr. Richards' licenses for KMPC, WGAR Cleveland, and WJR Detroit, as well as a trusteeship plan for the stations, are at stake.

ARENA ENDORSES

Hollywood News Club Stand

ENDORSEMENT of Radio News Club, Hollywood, stand in bringing charges against G. A. Richards for news distortion on KMPC Hollywood was given group last week by Assn. of Radio News Analysts, New York. In a wire containing resolution proposed by H. V. Kaltenborn and passed by ARNA, they said:

"We hereby go on record in support of the efforts of the Radio News Club of Hollywood in trying to secure the presentation of full, unbiased news reports. We also endorse any action that will tend to preserve the right of competent news analysts to digest and interpret the news. This is in line with the code of ethics of this association, which in Article Six opposes all censorship of broadcast material. We also fully endorse the statement of standards of the Radio News Club of Hollywood. We are glad to note that in several respects this statement of standards is in complete accord with ARNA's own code of ethics."

AIR MUSIC

Functional's Service Set for WGHF

CONTRACT between Air Music Inc., New York, and Marshall Field's Functional Music Inc., under which Air Music will utilize Functional's special equipment and services to provide a planned background music service through WGHF (FM) New York, was announced last week.

Negotiations were conducted in Chicago between Linton Wells, executive vice president of Air Music Inc. and WGHF, and G. Howard Lane and Nat Feiner, president and vice president respectively, of Functional Music. William G. H. Finch is president of Air Music and owner of WGHF.

Under the provisions of the three-year contract, with renewal provisions, it was announced, Air Music will purchase its receivers and speakers from Functional Music, and WGHF will acquire Functional's music library comprising approximately 6,500 selections, plus monthly additions. WGHF also takes on various collateral services which Functional has perfected in its Chicago operations with WFMF (FM) Marshall Field outlet.

Air Music is now creating its sales, installation and maintenance forces and expects to be in full swing in May, officials said. WGHF has been on the air since 1941 and operates on Channel 270, 101.9 mc, with power of 20 kw. Its present schedule is from noon until 9 p.m. but it will soon program 18 hours daily, officials said.

In commenting on the contract, Mr. Wells predicted that within a year Air Music will have a "very substantial number of subscribers to its background music service in the metropolitan area."

Convention Gavel

(Continued from page 48)

conference itself will be a panel on "The Profit Motive." Speaking for the advertiser will be Jim Moran, of Courtesy Motor Sales Inc., Chicago, with the topic, "TV Has Paid Off for Me." Marion Harper Jr., president of McCann-Erickson, will speak for the agency, with the topic, "It Must Pay Off for My Clients." William B. Ryan, manager of KFI Los Angeles, speaking for the station, will have the topic "And It Must Pay Off for Me." Final speaker will be Robert C. Tait, president of Stromberg-Carlson Co., discussing "Our Television Privilege."

The TV meeting winds up the convention proceedings.

NEW and BETTER
Broadcast Crystals
by JK

BROADCAST STABILIZED UNIT
JK 57 Line

HERE'S A TRULY *better*, FCC approved broadcast crystal for both new and replacement applications.

The JAMES KNIGHTS COMPANY offers complete and prompt regrinding service for broadcast stations — produces high quality crystals for mobile and fixed station equipment. Write for your copy of the JK Catalog today!

Crystals ... for the Critical

Characteristics
Of the New JK57MT
Frequency range: 400 KC to 1750 KC
Nominal temp.: +60°C ±1°
Adjust. frequency: ±.01%
6.3 volt 1 amp heater
Completely insulated — will hold temp. to −20°C
Can be supplied with octal base (JK87MT) with or without thermometer, and set for various temperatures.

The JAMES KNIGHTS Co.
Sandwich, Illinois

Exhibits—5th Floor

(Continued from page 27)

will share its display space with Altec, include such broadcast items as the 633A and 639 type microphones, 9 type vertical lateral reproducers and WE loudspeakers.

Supervising exhibit will be A. A. Ward, vice president; J. K. Hilliard, chief engineer; G. L. Carrington Jr., and H. S. Morris, products sales manager. Altec will occupy Room 507A, part of the Graybar suite.

* * *

Amperex Electronic Corp.
Rooms 556A, 557A

EMPHASIS of Amperex will be its complete line of transmitting and rectifying tubes for use in AM, FM and television transmitters whether fixed or mobile. Representatives at convention will be Sam Morris, Richard Becker, Roy Horstmann, Eric Weissenberger.

* * *

Ampex Electric Corp.
Room 553A

MAGNETIC tape recorders will be displayed by Ampex. In addition to production units, company hopes to show a new playback-only unit designated as Model 450. The tape recorders come in four models (200, 300-C, 300-R, 300-S) and can erase record playback simultaneously. Model 450 playback-only unit is based on need for a variety of uses now dependent on disc recording or leased wire systems, such as background music for restaurants, hotels, etc.

Using twin-track magnetic tape (¼ inch wide) with two sound tracks, model permits two-hour programs at 7½ inches-per-second or four-hour programs at 3¾ I. P. S. and gives 15,000 replays from same tape. Automatic controls can be set for continuous playing or simply for one "round trip" of the tape. Shut-off and reversing operation, which takes place midway between two and four programs, are fully automatic.

Ampex will be represented by T. Kevin Mallen, vice president and general manager, and H. A. McMicking, treasurer.

* * *

Broadcasting Program Service
Room 524A

PRE-RECORDED music will be shown on tape, demonstrating first of a series of musical films for TV and featuring Vienna Symphony Orchestra. Low-priced Audio-Master playback machines will be on display. It plays all sizes and speeds. Herbert Rosen will be convention representative.

* * *

Capitol Records Inc.
(Broadcast Div.)
532A, 533A, 534A

THEME of Capitol's convention exhibit will be "A service produced in the entertainment capital of the world, Hollywood." Scene of display will be the Capitol Music Bar at Sunset & Vine, Hollywood. Capitol will have on hand high-quality audition equipment for demonstrating its transcribed music.

Attending the convention will be Clifford E. Ogden, sales manager; Gene Milner, eastern representative; Alvin King, central representative, and Bill Stubblefield, southern representative.

* * *

Columbia Transcriptions
(Div. of Columbia Records Inc.)
Room 509

VERSATILITY and strides of Columbia's Microgroove (33⅓ rpm) technique for broadcast use will be accented in samples of several current transcribed programs, recorded on Microgroove discs. In addition, technical information on playback and reproducing standards will be available for distribution, as well as brochures and pamphlets. A running log of all AM stations (1,244, according to a recent check by Columbia) equipped to play the transcriptions will be maintained at the exhibit in Room 509.

For contrast, Columbia will show one of the first 16-inch shellac transcriptions and its 10-inch vinylite Microgroove counterpart. Personnel at convention will be Robert J. Clarkson, Girard D. Ellis, Carl Reinschild.

* * *

Bruce Eells & Assoc.
(Broadcasters Program Syndicate)
Rooms 542A, 544A

BLOWUPS of brochures detailing attractions of each of its 21 transcribed shows will be featured by Bruce Eells & Assoc. at its exhibit. Complete transcribed library service includes advertising, drama, mystery, comedy, romance, juvenile and other program types. Service represents "first and only complete transcribed library offered to radio executives," according to company. Firm will mail new portable Califone portable playback to subscribers with each audition album.

Officials of firm to attend: Bruce Eells, president; Jim Eells, general manager; Jean Armand, in charge of Eastern territory; Wade Crosby and Parker Stough, executive representatives.

* * *

Fairchild Recording Equipment Corp.
Rooms 546A, 548A

THREE major advances in the art of sound recording and playback are promised by Fairchild at its display booths: (1) professional equipment for sound track recording in synchronism with cameras and projectors; (2) new pickup arm with provision for three separate cartridges —all in one arm, and (3) Thermo-Stylus Kit.

For sound track recording equipment, Fairchild will demonstrate a Pic-Sync Tape Recorder, utilizing standard quarter-inch magnetic-coated tape and operating in sync with motion picture film. A Control Track Generator, built into a compact carrying case, enables synchronous recording of motion picture sound tracks on quarter-inch tape when used with a non-synchronous recorder.

New turret-head pickup arm eliminates plug-in cartridges and extra pickups. Combination of any of three cartridges—vertical, standard lateral and Microgroove—may be mounted in one arm by turning knob on pickup. The above-mentioned kit consists of a special stylus, cutter adaptor, and a heat control. Use virtually eliminates surface noise and frequency discrimination at inner diameters of the cutting disc, Fairchild claims.

Fairchild products will be demonstrated by Wentworth D. Fling, Jay H. Quinn, Avery Lockner, Bill Hazlett, T. L. Lindenberg, and Leon A. Wortman.

* * *

Federal Telephone & Radio Corp.
Room 534 (see IT&T, Exposition Hall)

* * *

General Precision Lab.
Room 521 (see Exposition Hall)

* * *

Harry S. Goodman Productions
Rooms 515A, 517A

NEW radio and television ideas are promised by Goodman Productions, which will feature one of its newest acquisitions, *Red Ryder*, together with an elaborate animated display. Firm also plans to have celebrities on hand in Suite 515A-517A to meet and greet NAB members, and to feature some of its TV availabilities. Newest is *Ship's Reporter*, 15-minute film series emceed by Jack Mangan, who interviews celebrities aboard ship and at LaGuardia Field, New York.

Officials slated to attend are Harry S. Goodman, president; Daniel R. Goodman, vice president; Hal Willis, Irving Kempner, and Tom Allen, district managers; Jack Slatter, Canadian represenative.

* * *

Gray Research & Development Co.
(Division of Gray Mfg. Co.)
Room 560

AIMED at low-cost production of TV commercial copy is Gray Telop, principal display of Gray Co. A versatile, 4-channel optical system with flexibility of control, machine permits production of an unlimited variety of effects with the simplest copy forms. Dual projector consists of opaque cards 3¼ inches by 4 inches, for announcements, titles and programs; glass slides, same measurements, for transparancies; small objects and strip material. One object can be faded to another instantly or by lap dissolve or superimposing to obtain special effects. Diplexer allows one TV camera to be used for two film projectors and the Telop.

In addition, Gray announces development of a camera turrent and a multiplexer to assure continous operation in a TV projection room, even though a camera may fail, and in order to preview one projection while another is on the air. Other equipment available through Gray Co. is a viscous-damped transcription tone arm for high-fidelity reproduction. It gives continuous tracking on an LP record that for testing purposes has been distorted by a ¼ inch shim under the record's outside diameter, Gray claims.

At the Gray booth, Arthur H. Jones, vice president, and Chester Snow, of the research staff, will supervise activities.

Graybar Electric Co.
Rooms 504A, 505A, 507A

IT'S a big secret, this annual display of products sold through the Graybar organization. No Graybar official will give any details of the secret. The company is sharing its space with Altec Lansing Corp. and Machlett Labs. (see separate listings).

* * *

International Derrick & Equipment Co.
Room 539A

SPECIAL FEATURE by Ideco, manufacturer of AM-FM-TV towers, is showing of color motion picture of tower being built for WCON Atlanta, Ga., as an illustration of Ideco "know-how" in tower construction. Firm has built numerous towers of various heights, 750 ft., 490 ft., etc. Towers available in all types for AM-FM-TV broadcasting and include self supporting, guyed and guyed-top-loaded. Company representatives at the convention: J. Roger Hayden, sales manager; S. E. Wilson, Eastern District sales manager, and G. M. Butler, advertising and sales promotion manager.

* * *

International News Service-International News Photos
(Television Dept.)
Room 553

INS-INP will provide continuous screening of daily, weekly and sports newsreels for television, in association with Telenews Productions, in Room 553. INS wire and INP will function to provide daily news bulletins and photo news coverage. Latest types of equipment for this news dissemination will be on display and various prepared packages of news photos will be demonstrated—all suitable for TV programming.

Highlight of exhibit will be the unveiling of a brand new 1950 Super-Projectall balopticon projector for television—similar to that introduced by INS-INP at last year's convention. Actual films of Projectall operation embracing the new model also will be demonstrated by INS-INP, which claims to be leading distributor of newsreels for video.

Robert H. Reid, manager of INS-INP's TV Dept., will head exhibit personnel, to include Charles N. Burris, sales manager, Telenews Productions Inc.; George Tressel and Frank Tracey, Tressel Television Productions Inc.; John M. Cooper, director, INS Radio Dept.; Gene Roguski, manager, INS Chicago bureau, and Charles J. Nichols, manager, INP Chicago bureau.

* * *

Keystone Broadcasting System
Room 521A

THE FIFTH floor exhibit of Keystone Broadcasting System will be in charge of Naylor Rogers, executive vice president. In commemoration of Keystone's 10th anniversary, the organization will present silver greeting cards to delegates. Edwin R. Peterson and Sidney J. Wolf will be on hand, along with Mr. Rogers.

* * *

Lang-Worth Feature Programs Inc.
Rooms 512A, 513A

TWO exhibits will be maintained by Lang-Worth—one for the engineering conference, the other for broadcast executives. Former will concentrate on a new eight-inch transcription, unveiled as a "mystery record" at last year's convention and now

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

refined for full use. Lang-Worth then converted its entire library of 16-inch discs to the eight-inch form after setting up its own recording, processing and pressing plants.

Management exhibit from April 16 to 18 will be pointed to programming and sales. The new eight-inch library with special cabinet and index system by Globe-Wernicke will be on exhibition, along with scripts and audition platters of new talent, features and shows to be introduced in the eight-inch disc library.

Lang-Worth's representatives are: C. O. (Cy) Langlois, president; Pierre Weis, vice president in charge of sales; John D. Langlois, secretary; Cy Langlois Jr., treasurer; W. O'Keefe, vice president in charge of artists and repertoire; J. A. Miller, research and engineering director; Walter B. Davison, director, West Coast operations; William E. Young, sales representative, and Hugh Allen, development engineer.

* * *

C. P. MacGregor
Room 502

NEW MUSIC library plan of interest to radio stations will be unfolded at company's exhibit in Room 502. MacGregor plans to exhibit its transcription services, both music and dramatic, and emphasize availability of "topnotch" production shows featuring well-known Hollywood personalities.

MacGregor executives on hand: George R. Jones, manager; Nat Donato, eastern manager, and William M. Mertz Jr., midwest manager.

* * *

Machlett Laboratories
Rooms 504A, 505A, 507A

COMPLETE line of broadcasting and industrial power tubes, including new water jackets and terminal connectors, distributed in the United States by Graybar Electric Co., will be shown. New high-power thoriated cathode tube designed for use as a single output tube in 25 kw television and 50 kw FM service also will be exhibited. Representatives at convention will be R. R. Machlett, H. J. Hoffman, Dr. H. D. Doolittle, R. E. Nelson, R. N. Kellogg Jr.

* * *

Magnecord Inc.
Rooms 535A, 536A, 537A

COMPLETE line of professional magnetic tape recorders for every purpose will be exhibited by Magnecord Inc. Company now offers console, portable or rack mount models. Some features of the new Magnecorder equipment include: Three heads for separate erase, record and playback, the latter used to monitor from the tape while recording. The PT7 capstan, which controls tape speed, operates by a positive drive principle which uses a flexible molded gear coupling instead of usual puck idlers, gears or belts, eliminating timing errors in recording and playback, according to firm. Unit also accommodates 10½-inch NAB reels on all models including portable. Frequency response remains flat from 50-15,000 cps (*plus* over *minus*) 2 db at 15 inches per second tape speed.

Rewind operation is accomplished by pushbutton controls which also may be remotely operated. All units have high speed forward and 15-inch or 7½-inch per second tape speed at flip of switch. Amplifiers have switch for equalization of speeds.

Additionally, another unit incorporating features of standard PT6 and known as PT63-A will be shown. New Magnecorder provides third head for playback and monitoring tape. Also slated for display is a kit (101) which will convert present PT6 Magnecorders in field for monitoring tape while recording.

Kit contains three-head unit which plugs into present receptacles holding heads on present PT6 equipment. Monitor amplifier and power supply also are part of kit and can be attached to present Magnecorder for monitoring tape.

Attending the Magnecord exhibit in Rooms 535A, 536A and 537A will be: R. J. Tinkham, president; C. G. Barker, vice president for sales; J. S. Boyers, chief engineer; R. S. McQueen, advertising manager; R. L. Landon, production manager; D. K. Hornbogen, sales service, and P. J. McCauley, engineer.

* * *

McIntosh Engineering Laboratory Inc.
Rooms 535A, 536A, 537A

THE DISPLAY of McIntosh Engineering Laboratory Inc. will demonstrate and show measurements on the new high-efficiency unity coupled amplifiers (60 to 65%) with less than ½% distortion between 20 to 20,000 cycles. These amplifiers are used as monitoring, recording, and as line amplifiers. An auditory demonstration will be conducted in connection with a Magnecord tape machine and a James B. Lansing speaker.

Measurements of distortion, noise, and the like, will be made with Hewlett Packard test equipment. NAB plug-in equalizers and miscellaneous equipment useful to broadcasting will be shown.

Representatives present will be: Frank H. McIntosh, president; Gordon J. Gow, chief of the laboratory; Kenneth Owen and Frank Inglis.

* * *

Charles Michelson Inc.
Room 560A

COMPLETE line of dramatic programs including mysteries, kiddie shows and family programs, as well as special purpose programs for specified types of local advertisers, are among those services offered by Charles Michelson Inc. Others are the Gennett and Speedy-Q sound ef-

(Continued on page 86)

OFFICERS of American Assn. of Advertising Agencies greeted Secretary of Commerce Charles E. Sawyer, guest of honor, at White Sulphur Springs luncheon during the recent convention. L to r: Clarence B. Goshorn, Benton & Bowles, retiring AAAA board chairman; Frederic R. Gamble, AAAA president; Secretary Sawyer; Louis N. Brockway, Young & Rubicam, Advertising Council and AAAA vice chairman; Charles W. Jackson, of the White House staff; Fairfax M. Cone, Foote, Cone & Belding, AAAA board chairman.

HOME LISTENING

Jan. Equals Average Of 3 Years-Nielsen

NUMBER of home hours of radio listening in January 1950 equalled the average of the past three years, Arthur C. Nielsen, president of the A. C. Nielsen Co., stated Thursday in an expansion of his remarks at the ANA convention March 30 [BROADCASTING, April 3].

During the past three years the number of radio homes has increased from an average of 37,600,000 to the present figure of 40,800,000, a gain of 8.5%, Mr. Nielsen explained.

"If we take into account that (1) radio listening per home has declined 7.8% due to the combined effect of TV and other factors and (2) that the number of radio homes has increased 8.5%, then the result is there have been as many home hours of listening in January of this year as the average for the past three years," said NRI's president.

Mr. Nielsen noted that the 7.8% decline in daily hours of listening per home breaks down to 17.1% in the largest cities, 6.3% in medium cities, and 1.5% in small towns and farms.

"If we analyze this by time of day, we get 8.2% down in the morning, 5.2% in the afternoon, and 9.7% in the evening," he said.

He asked that full recognition be given the fact that when a TV set goes into a home the total amount of broadcast listening or viewing is "tremendously increased."

Actually, he said, it goes from 4 hours 8 minutes, which is radio listening only, up to 6 hours 39 minutes combined—an increase of 61%. This divides as follows between daytime and nighttime: Daytime goes from 2 hours 29 minutes to 2 hours 59 minutes, an increase of 20%. Evening goes from 1 hour 39 minutes of radio listening to 3 hours 49 minutes of combined radio and TV, or an increase of 122%.

The total TV viewing alone goes from zero (prior to installation of set) to 4 hours 3 minutes, he noted. Daytime goes up to 50 minutes and evening to 3 hours 13 minutes.

Radio listening over the three year period has dropped from 4 hours 8 minutes to 2 hours 36 minutes, a decline of 37%, Mr. Nielsen said. He pointed out that the 37% is a very important figure to keep in mind. There's a reduction of 13% in daytime and 73% in the evening.

"It should be recognized however," he said "that only a small per cent of the homes has TV at this time. The best available estimates for January 1950 put TV homes at 3,950,000 which is 9.7% of the 40,800,000 estimated radio homes.

"As we have seen, radio has declined 37% in such homes, so the total reduction in radio throughout the country is only 37% of 9.7% or 3.6%. Therefore if nothing else had happened to affect radio audiences in the past few years they would have declined 3.6% due to the advent of TV."

— Station Owners — Managers —

RADIO TELEVISION PUBLICITY CORPORATION

Cordially invites
your inquiries regarding our proven, effective

AM - FM - TV STATION SERVICE

(Exclusive in your area)

See us at NAB Convention—Stevens Hotel, Room 529
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P&G's Morgens

(Continued from page 23)

the effect that 'radio's through and television is taking its place.' We don't intend to give up any valuable radio properties, at least until after we have lived with this new situation for quite a while and appraised it thoroughly."

There has been inadequate research to date on what has happened to newspaper and magazine readership in television homes, he noted. "Any sound judgment of the relative effectiveness of radio versus other media per dollar spent depends on such measurements as well as on other appraisals," he said.

"No," he said, "we are not in any rush to give up our radio properties because of television. We think that if advertisers generally would appraise the new situation sanely and unhurriedly, it would make for stability and the continued efficiency of radio."

Mr. Morgens said that after thorough appraisal of the situation in general and patient endeavor to achieve cost reductions that seem proper—"if we still cannot find a way to make a certain program into an efficient advertising vehicle, then we shall, of course, drop the program."

"We think that, too, will be helpful to radio," he added. "If there is anything that won't benefit radio, it is for an advertiser to keep a program on the air after it has ceased to be an efficient medium for him."

In following its future plan for radio, P&G (as well as other advertisers) "will need the cooperation of the networks, of the stations and of radio talent," Mr. Morgens said. "We feel certain that at the right time such cooperation will be forthcoming because it will be in the best interests of radio generally.

"I stress the phrase 'at the right time' because timing is a key factor in this whole situation. Any adjustments that are needed in the costs should certainly be made before there is a collapse of program and advertising structure in broad areas of radio. It will be very difficult to rebuild those structures after such a collapse, regardless of such adjustments as are made."

As for television, P&G regards it as posing a serious problem in keeping a sound relationship between the effective result and the cost of television advertising.

Mr. Morgens said P&G believed that its first job in approaching television "is to learn."

"The need for learning about television will never stop, of course," he said. "And it may well take years before we can know the answers to some of television's most important problems. However, the more all of us apply ourselves to the learning job, the better it will be for television generally."

Part of the learning process is experimentation, he said. "Naturally, not everyone can afford to experiment with television. However, the networks can and are doing it, certain stations can and are doing it, and large advertisers and advertising agencies can do it. There is a crying need for such experimental efforts.

"Even before we get into the creative area," he said, "there is need for experimentation in order to lower the medium's mechanical costs. Surely, for example, there will eventually develop some better and lower cost method of coast-to-coast transmission than the coaxial cable or film."

Need Experimentation

In the creative area, he said, there is a need for experimentation "with a whole new approach to program production if we are going to have really high program quality at a reasonable cost."

P&G does not intend to use television "because it's an intriguing and popular thing to do; or because it is vaguely felt to be a broad, statesmanlike thing to do; or because it's a good thing to get in on the ground floor of a new medium; or even because salesmen and dealers take more favorable notice of television than they do of other media to which they have grown accustomed."

"Television's job is to sell merchandise to the consumer," he said.

Mr. Morgens cast an oblique warning at violations of good taste and irresponsibility in telecasting.

"Procter & Gamble, like any other sound advertiser, will only use television in a manner that is clearly in keeping with the broad public interest. That's the principle which we follow in everything that we do and perhaps it goes without saying. However, it's particularly important to emphasize in regard to television in its character-forming years."

Summing up, Mr. Morgens said: "It will take work, and lots of it—on the part of advertisers, agencies, networks, stations and program producers—if we're going to make sure that both radio and television deliver advertising messages effectively and efficiently in the difficult years that lie before them. If we do that job well, both media will be great and constructive forces in America for many years to come."

Your FM Station
LIFE SAVER
The New
MULTIPULSE
FIXED FREQUENCY RECEIVER
With 8
Pulse Channels
N.A.B. Convention
April 12-19
Suite 550 A
MULTIPULSE SALES CO.
64 W. RANDOLPH ST.
Chicago, Illinois

1886 Roy C. Witmer 1950

FUNERAL services for Roy C. Witmer, 63, former NBC vice president and pioneer of network broadcasting, were held last Monday at his home in Westport, Conn. He died at his home April 1 after a prolonged illness.

Mr. Witmer

Mr. Witmer served as vice president of NBC for 17 years until his resignation in 1948. Under his leadership the NBC sales department was credited with developing basic sales principles now used by networks and stations throughout the country. Among these was the technique of designing programs to fit the needs of individual advertisers.

The former NBC executive was born July 8, 1886, at Niagara Falls, N. Y., and began his business career after attending Leland Stanford U. in California. He devoted his early activities to the banking and utility fields, then managed manufacturing plants in New England.

In 1927 Mr. Witmer joined NBC's advertising department as a salesman. He was promoted to assistant sales manager two years later and became sales manager in 1930. Following year he was appointed vice president in charge of sales.

Mr. Witmer was further promoted to staff vice president handling assignments from Niles Trammell, former NBC president and now chairman of the board. Mr. Trammell, a close personal friend of Mr. Witmer, last week said he knew of "few people who have given to the broadcasting industry so unselfishly of themselves as he did."

Mr. Witmer is survived by his wife, Dorothy Parks Witmer. Burial was to be held in California.

Alabama AP Group Elect

AT a meeting of the Alabama Associated Press Broadcasters' Assn. held in Montgomery, Ala., March 26, Howard Martin of WALA Mobile, was elected president, succeeding W. Emmett Brooks, WEBJ Brewton. Others elected: C. O. Liles, WMLS Sylacauga, vice president; Lamar Matthews, Associated Press Radio staffer, secretary; and directors, Bert Bank, WTBC Tuscaloosa; Eloise Hanna, WBRC Birmingham; Henry P. Johnston, WSGN Birmingham, and F. E. Busby, WKRG Mobile.

Neill Heads CAB

MALCOLM NEILL, CFNB Fredericton, was elected president of the Canadian Assn. of Broadcasters at the final session of the annual meeting at Niagara Falls, Ont. [BROADCASTING, April 3]. The CAB board was scheduled to meet at Ottawa today (April 10), preparatory to meeting with the Royal Commission on Arts, Letters and Sciences at Ottawa, in its final sitting April 11-14, to hear final briefs on broadcasting.

KSTP AM-TV STRIKE

IBEW Engineers Walkout

STRIKE of 22 technicians of the International Brotherhood of Electrical Workers (AFL) Wednesday night at KSTP-AM-TV Minneapolis-St. Paul caused interrupted service at both outlets. Regular schedule was soon resumed and "is continuing without interruption," KSTP officials report.

Negotiations have been in progress since last August for a renewal of the contract which expired Sept. 30. According to KSTP spokesmen, the union demanded "a substantial wage increase for all stations involved in the joint bargaining." Other stations involved were WMIN WTCN WLOL and KEYD, all Minneapolis-St. Paul, the latter's contract expiring in February.

After many meetings, KSTP reports, WMIN WTCN KEYD and WLOL agreed to increase wages $3 a week. "However KSTP refused to grant any increase because our technician wage is now $95 a week with supervisors receiving $110." This is higher than wages paid by the other stations, KSTP said.

Regarding final negotiations, KSTP said: "Early last evening (Wednesday) Freeman Hurd, the international's business agent, called Hubbard (Stanley E. Hubbard, KSTP president and general manager) for a conference which he readily agreed to at our offices. Hubbard arrived here just a few minutes before 8 p.m. and after only a short discussion with Hurd, the latter gave an ultimatum of two minutes in which to grant an increase, without naming the amount, or the men would strike. As it was learned later the union had struck five minutes before Hurd issued the ultimatum."

Mr. Hurd said the engineers, members of Local 1216, "have received only a $5 a week increase in the last 3½ years and are paid well below even smaller stations in comparable cities."

KSTP spokesmen said the station is "rapidly recruiting replacements."

We don't sell *"time"!*
We USE time to increase your sales and profits.
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APRIL 10, 1950

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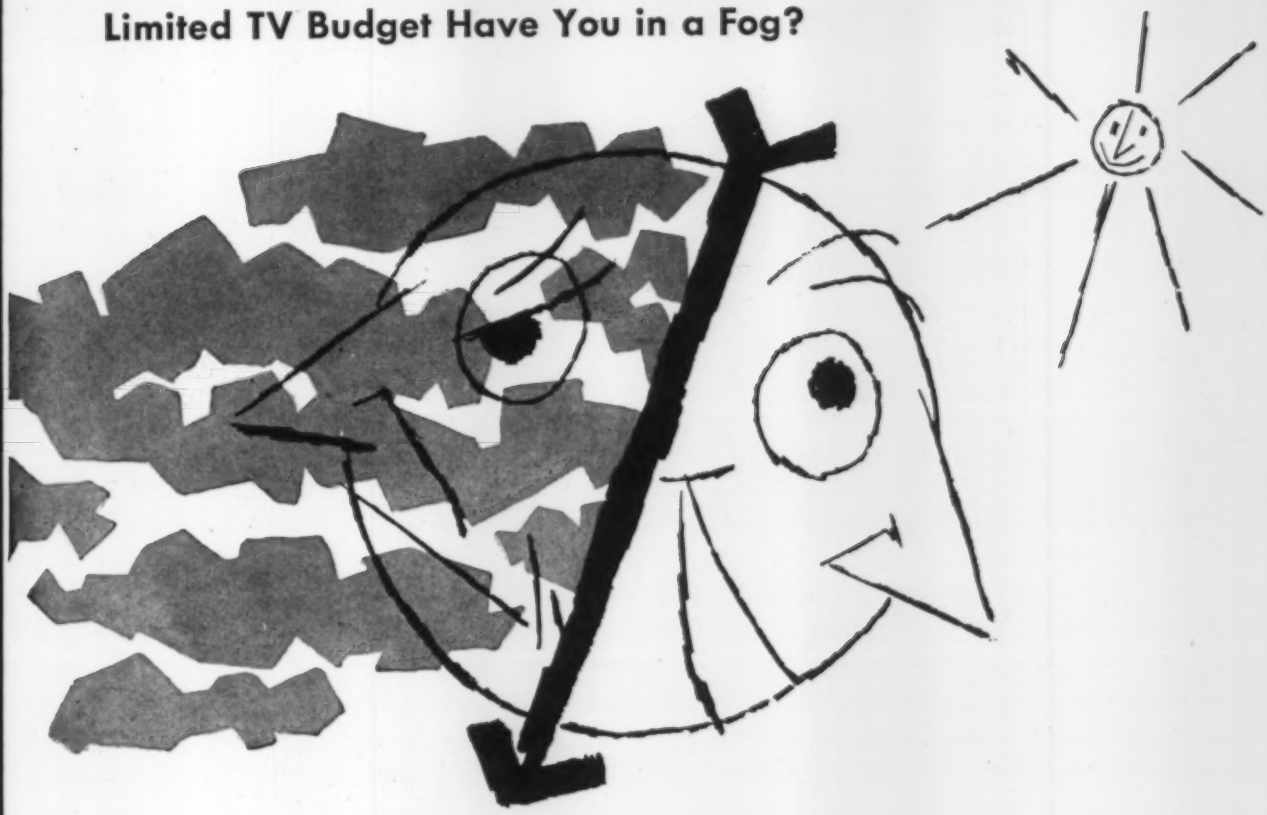

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VHF MOVE TO UHF?

Coy Cites Spectrum Economy

POSSIBILITY of moving all television from VHF to UHF was suggested by FCC Chairman Wayne Coy last week in questions posed as cross-examination got under way in the Commission's color television hearing.

From the standpoint of spectrum economy—without regard to differences in VHF and UHF coverage or other factors—Chairman Coy said:

"It would seem to me quite reasonable that to use the ultra-high frequencies in their entirety from 470 or 500 mc to 890 mc is freeing the kind of spectrum space that can be utilized by other services, and are needed for other services, and that would be in the public interest."

His questions and assumptions suggested a six-year "amortization" period after which VHF broadcasters would be required to switch to UHF operations.

This departure from previous lines of questioning highlighted a week which produced these color television developments:

● Demonstrating its new three-color picture tube "for the record," RCA showed Thursday for the first time that its color by a new technique now can be transmitted over the existing 2.7 mc coaxial cable in addition to radio relay, thus seemingly removing what had been considered a substantial objection to the system.

● Chairman Coy suggested the possibility of an FCC request or order that manufacturers begin now to build adapters into their black-and-white sets so they would be able to receive "non-compatible" (CBS) color in monochrome in event a non-compatible system is authorized.

● Donald Fink, former chairman of the Joint Technical Advisory Committee of Radio Mfrs. Assn. and the Institute of Radio Engineers, said he personally felt the dot-interlace principle employed in color could also be applied to black-and-white to improve resolution, "quite possibly" without adversely affecting the value of sets now in use.

● Dr. G. H. Brown, RCA Labs research engineer, reported his company is working on a single tri-color camera tube but that it is still in the research stage.

● Comr. Robert F. Jones served notice that he intends to explore the television patent situation by asking RCA to submit data on the patents to which it has rights, what the rights cost and what they cover.

● FCC called upon RCA, CBS, and Color Television Inc., sponsors of the three principal color systems under consideration, to submit detailed parts and costs data for conversion to their respective color techniques.

New Demonstration Set

● FCC scheduled an official demonstration of CBS' new dot-interlace color method for April 26 in New York, but said otherwise it would conform to its previously announced hearing schedule including sessions during the NAB convention next week. April sessions will be held today and tomorrow, and on April 17, 18, 19, 20, and 25.

● Both RCA and CBS demonstrated their color systems Friday for members of the International Radio Consultative Committee of the International Telecommunications Union.

Chairman Coy's questions on the advisibility of moving television "upstairs," which later were pursued by Comr. George E. Sterling, were posed during Dr. Fink's appearance to launch the hearing's cross-examination phase. Mr. Coy asked:

"Has the thought ever occurred to you [that] a sound sensible solution of the television problem might be achieved by getting away from adapters and converters and standards problems by establishing a color television service in the UHF range and providing a reasonable period of time to amortize the VHF black-and-white service, and give those channels to other services which are in great need of them?"

Dr. Fink, given the lunch recess to prepare his answer, thought a "much preferable" solution (which he said has been ruled out "on very good grounds") would be to add 40 or 50 VHF channels adjacent to the present 54-216 mc TV range. An upstairs reallocation, he felt, would be upsetting to the industry, aside from other objections.

Color Timetable

Chairman Coy—who injected at one point that "neither of us is committing himself as to what is going to be done here, so let us assume some things"—followed up with a question based on the assumption that color standards be adopted by, "let us say," the first of July; that color sets become available two years thereafter, and that the deadline for moving from VHF to UHF might be six years after that, or eight years from "the first of July."

The Chairman's observation about the reasonableness of "freeing" the VHF by moving into UHF followed a statement pointing out that FCC's present VHF proposal would leave the VHF intact but utilize all but about 140 mc of the available UHF frequencies. From the standpoint of spectrum economy he thought it better to vacate the VHF and use all of the UHF.

Dr. Fink said his "first objection"—which Chairman Coy specifically excluded from his assumptions—was the "possibility that some parts of the country would not, in fact, receive the television service" that they otherwise might. He thought this problem might be alleviated by "spotting" additional stations to serve such areas, but that a great number of channels would be required.

Coverage Problems

He said his answer was assuming the use of ground-based stations and that coverage problems would dwindle if Stratovision were employed. He was not sure that Polycasting, involving the use of many low-power stations to achieve coverage, is the best answer to the problem. Nor did he think VHF would be as useful to some of the non-broadcast services as UHF is.

Chairman Coy wanted to know the effect that announcement of color standards might have upon purchase of black-and-white sets. Dr. Fink thought it might not be too great if a compatible color system were chosen, but that sales would definitely be affected by adoption of non-compatible standards.

Would this effect be offset, Chairman Coy asked, if manufacturers would start now to build adapters into their sets, so that

KPIX (TV) San Francisco receives the San Francisco Academy of Television Arts and Sciences silver "Emmy" award for outstanding station achievement in 1949 [TELECASTING, April 3]. At the presentation ceremonies are (l to r) David Crandell, KGO-TV San Francisco director, and president of the San Francisco ATAS; Philip G. Lasky, KPIX (TV) vice president and general manager, who accepted the award for the station; Mrs. Lasky; Mayor Elmer Robinson, and Syd Cassyd, president of the Los Angeles ATAS.

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all built in the future would be "compatible." He seemed particularly concerned about the desirability of such a procedure in event FCC should decide to postpone a decision on color.

Further, he asked, would manufacturers accept such a course if FCC ordered it, or would they go to court "on the question of jurisdiction?"

Dr. Fink thought court action might result, but that "a lot of manufacturers" would adopt the procedure "without too much urging" if they thought the color decision would come soon—in six months, for example.

Chairman Coy suggested the jurisdiction question might arise on another score "if manufacturers don't do something about the oscillator radiation problem" which causes interference to other services.

Fink Under Subpena

Dr. Fink, who made clear that he was appearing under a subpena by FCC and not as a representative of any other organization (including the so-called Condon Committee on color, of which he is a member), said he thought FCC should be able to write fundamental color standards after (1) seeing the official demonstration of the RCA tri-color tube; (2) seeing the CBS system using dot-interlace; (3) seeing the CTI system again, as scheduled for the first week in May.

On the point of comparative coverage, he said he thought a UHF station would reach 30 miles whereas a VHF station of the same power could reach 50. But he emphasized throughout his testimony that equipment improvements are almost inevitable.

He estimated a $175 VHF set would sell for not more than $190 with a UHF tuner added.

Chairman Coy at one point indicated he felt a lone UHF station competing with several VHF stations could be compared to a station broadcasting CBS color, which can't be received in monochrome by existing sets without modification.

Dr. Fink felt that before color standards are definitely fixed there should be controlled subjective viewing tests with "people representative of the public."

He denied he considered the CBS system "not good enough to be adopted," declaring he was "taking no stand between systems." He thought, however, that a broadcaster would start with a larger color program schedule if a compatible system were chosen. He said that "the color converters I have seen for the RCA system do not satisfy my definition of a converter."

Dr. Fink repeatedly paid tribute to the dot-interlace technique, used in the RCA system and recently adopted by CBS, as a means of improving resolution. He said he had been an advocate of the widest possible bandwidths, but believes with the introduction of dot-interlace that 6 mc is "the proper compromise between quality of service and quantity of service."

Under questioning by Comr. Jones he conceded that "somewhat" more costly receivers might be necessary to realize the "full capabilities" of the technique.

RCA's demonstration of coaxial cable transmission of its color was simulated at the official Thursday showing. But Dr. Elmer W. Engstrom, RCA Labs, vice president in charge of research, disclosed that color pictures were successfully sent from Washington to New York and back by cable earlier in the week. The cable was unavailable Thursday because of commercial commitments.

E. W. Chapin, head of the FCC Laboratory Division, told Dr. Engstrom the "coaxial" color picture appeared better than the regular color picture. Dr. Engstrom replied that although the color and background seemed enhanced, closer observation would show considerable reduction in detail, as when monochrome is relayed via the cable.

Cable transmission of color was achieved by a technique developed within the last 10 days. Dr. Engstrom considered it an interim measure in view of rapid expansion of radio relay facilities capable of passing the full 4 mc video signals.

Double Sampling Used

The technique was described as involving double sampling—once at the entrance terminal of the coaxial cable and once at the exit. The three color signals are sampled at 2.4 mc, permitting the resulting signal to be passed by the cable and to retain color characteristics. To assure proper phasing, this lower sampling rate is produced by passing the 3.6 mc sampling frequency of the regular color transmission through a "two-thirds mutiplier" and then into the 2.4 mc sampling unit.

At the end of the coaxial the signal is separated again into three color signals by a receiver-type sampler operating at 2.4 mc. This is fed through a "three-halves multiplier" into the second transmitting station's regular 3.6 mc sampler.

Like the earlier unofficial showings [TELECASTING, March 27, April 3], the record demonstration included both three-gun and one-gun models of the tri-color kinescope. Fidelity of the three-gun version, which was generally deemed superior to that of the one-gun model, was rated at least equal to that of RCA's earlier three-tube system.

Some observers said they saw 325-line horizontal resolution of the test pattern of the three-gun picture tube and approximately the same vertically. On a set receiving in monochrome, 325-line resolution was clearly evident. During the "coaxial" transmission, horizontal definition was figured at about 100 to 125 lines.

Dr. Engstrom explained that higher definition will be possible when the dot patterns on the mask

(Continued on Telecasting 15)

PRESENT at recent TV Spot Clinic luncheon in New York (l to r): Seated, Reynold Kraft, Paul H. Raymer Co.; Alfred E. Nathan, v. p., Ronson Art Metal Works Inc., guest; Keith Kiggins, Edward Petry & Co.; Don Kearney, Katz Agency; standing, John Porterfield, Raymer; Norman Farrell, Weed & Co.; Elliott Reed, Free & Peters; Albert S. Goustin, John Blair & Co.; Jack Brook, Free & Peters; Scott Donahue, Katz.

VELMA DAWSON, ceramist and creator of "Howdy Doody" figure, shows revised version of "Scotty Sears," another of her creations, which demonstrates merchandise on Sears TV film spots produced and placed by The Mayers Co., Los Angeles.

CARTOON character, "Butter-nut Kid," used for Butter-nut bread commercials on *Hopalong Cassidy* TV series, is introduced to W. J. Brewer (r), radio-TV dir., R. J. Potts, Calkins & Holden, Kansas City, by H. W. McMahan, executive producer, Five Star Productions, Hollywood, producer of film spots for Butternut.

CHATTING in Tampa, Fla., with Joie Chitwood (r), auto daredevil, is William E. Robinson, TV supervisor for Kenyon & Eckhardt Inc. Mr. Robinson also was on hand to oversee the Princeton (N. J.) Film Center's recent production of a series of TV commercials for the Ford Motor Co.

GETTING latest information on General Electric TV production during a tour of Electronics Park, Syracuse, Fred Waring (center), star of GE's *Fred Waring Show*, has his questions answered by Dr. Walter Baker (l), GE vice president, and E. H. Vogel, GE's manager of marketing.

SPORTSCAST on WPIX (TV) New York helped dramatize Howard Clothes opening of a new retail store in Jamaica, L. I. Participants in telecast (l to r): Harry Krawit, pres., Peck Adv. Agency; Jimmy Powers, sports commentator; Samuel Sennet, Howard pres.; Maurice A. Fitzgerald, borough pres.

MOBILE unit cameramen focus lenses during WBEN-TV's pickup of the consecration of the Bishop of the Episcopal Diocese of Western New York at St. Paul's Cathedral in Buffalo.

* * *

WBEN-TV Nears Its Second Year As Buffalo's Only TV Outlet

THE CITY of Buffalo, thriving with its industries, Great Lakes shipping and point-of-market for Upstate New York farmers, ranks second in population in the Empire State only to teeming New York City and environs.

Commanding the northernmost tip of Lake Erie, Buffalo is an historic example of American cities which have been enriched by the United States' lush hinterland.

Thus, it is not surprising that the story of electronic pioneering parallels the story of Buffalo and of WBEN-TV, the city's first and only video station.

For the past two years, as of May 14, 1950, Buffalo residents have watched the new pictorial art—television—grow in stature in their city. Their response has been recorded in facts and figures.

Set Circulation Soars

On Jan. 1, 1949, only seven full months after the station officially made its debut, the count of television sets in the Buffalo area was less than 10,000—not an insignificant number for a one-station market. Latest figures show a different story with the number of sets already well past 75,000.

There is another testimonial to WBEN's progress in the video world. Since the station went on the air as the country's 25th TV outlet, 317 advertisers have used its facilities. This total, as of last fall, includes 253 local and 64 national advertisers. Ninety-two local and national-spot advertisers now use WBEN weekly, excluding network sponsors.

A look at any one of the many sponsors' letters tells a flattering story, both to the medium as an advertising art and WBEN's ingenuity in making the medium pay off.

A local dealer, the General Ice Cream Corp., distributor of Sealtest ice cream, was interested in knowing how many children watched its one-minute, three times weekly, announcement. This in the late fall when Canada's neighbor city was readying itself for winter.

For its test, Sealtest offered two ice cream suckers to anyone viewing the WBEN spot, providing they would send their name and address to the firm's "Sealtest Ice Cream Man" at the station. The offer was repeated on three consecutive telecasts. Sealtest found—and these are its words: ". . . Phenomenal result! Our offer drew 2,617 pieces of mail! Naturally, this enthusiastic mail response sold us on television. . . ."

Another advertiser, The Western Savings Bank of Buffalo, carefully watched for results of its pictorial advertising. Here is its answer as conveyed to WBEN:

"The interest of the television audience was immediately reflected by the opening of several substantial accounts the morning after this program was shown, with the depositors specifically referring, with some degree of amusement, to this program. In fact, one interesting case was that of two elderly maiden ladies who brought in a substantial amount of cash which they kept hidden in their home."

The amusement was justified as the commercial portrayed a burglar meticulously ransacking a home only to find a Western Savings passbook and his comment: "An honest burglar cannot make a living any more—everybody in Buffalo is keeping his money in the Western Savings Bank."

Pioneering Background

WBEN-TV just didn't happen like Topsy. In back of the TV station's appearance on the Buffalo scene is a pioneering instinct which long served WBEN-AM-FM history. All three facilities are products of broadcasting enterprise by its parent, the Buffalo *Evening News*. The AM station this year is marking its 20th year in broadcasting, the *News* is celebrating its 70th anniversary.

Even before WBEN went on the air in 1930, the *News* sponsored shortwave broadcasts from Schenectady to the Byrd expedition in the Antarctic. The paper also pioneered in the use of the telephone, telegraph and wireless in newsgathering in its early days.

During the '30s, the paper experimented in ultra-shortwave broadcasting, and also issued one of the first daily radio-facsimile editions in the nation. Its W8XH now reposes in the Smithsonian Institution in the nation's capital.

In November 1946, WBEN's FM station, Buffalo's first frequency modulation outlet, began daily broadcasts. WBEN's TV license was applied for in early 1946.

Not to be caught short by inexperience in the video art, the station jumped the gun a day before its scheduled opening and on May 13, 1948, telecast the consecration ceremonies of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York. This telecast from St. Paul's Cathedral in Buffalo was the first such event filmed by TV cameras in the U. S.

Telecast of Niagara Falls

Another landmark followed. On Sept. 12 of the same year, WBEN-TV made its first telecast from Niagara Falls, which is located about 18 miles from Buffalo. Remotes now are the practice rather than the novelty. Some 250 have been made by WBEN-TV since that time, notable among them the Christmas Eve midnight mass from St. Joseph's Cathedral, the Buffalo Air Show, an entire performance of Cole Bros. Circus, complete plays from Erlanger Theatre, inauguration of Mayor Mruk and a recent dedication of an $18 million Veterans hospital in Buffalo.

As a rule, the management of such a station would be of top-notch calibre. WBEN Inc. is no exception. Its executives are directed by Edward H. Butler, editor and publisher of the *News* who also is president and treasurer of the firm, and Alfred H. Kirchhofer, managing editor of the *News*, who is vice president and secretary. Clayton G. Underhill, paper's business manager, is assistant treasurer.

Most active of this triumvirate

* * *

Mr. KIRCHHOFER

in station affairs is Mr. Kirchhofer, a former president of the American Society of Newspaper Editors and former president of the National Press Club when that organization began erecting its $10 million building in Washington, D. C. Managing editor since 1927, Mr. Kirchhofer has matched his newspaper career with an equally as exciting association with radio and the entertainment field. Under his personal direction, the TV, AM and FM operations of WBEN are centered around a long-experienced executive staff.

C. Robert Thompson is WBEN station manager. He joined the station in 1938 as supervisor of WEBR, then owned by the *News*. A member of the Radio Pioneers Club, Mr. Thompson started in radio in 1926 and was station manager of WCOL Columbus, Ohio, before coming to Buffalo.

Key Personnel

The men with whom Mr. Thompson integrates the three-facility station operation are:

Ralph J. Kingsley, with WBEN since 1930, technical director of AM, FM and TV. He came to Buffalo from WBAL Baltimore.

R. Glenn Beerbower, assistant technical director in charge of TV, was an RCA field supervisor and directed the station's initial test while with RCA and also final tests before joining the staff.

Frank W. Kelley, assistant station manager in charge of sales for WBEN Inc.; Nicholas J. Maltter, TV sales manager; George R. Torge, program manager of *News* stations (he started on WBEN in 1936 as a singer and announcer), and Edward J. Wegman, TV program assistant.

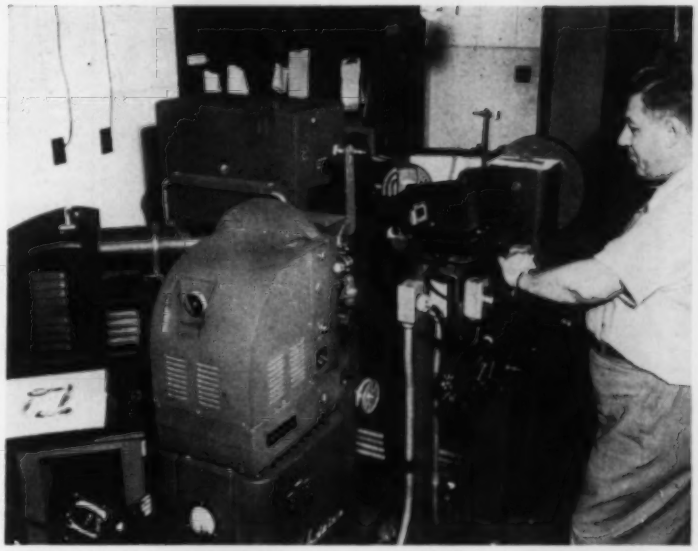
Many phases of this three-fold operation are cooperative. There are 116 persons on the payroll, including 43 employes directly relating their activities to television and others providing assistance. Of these 43, 16 are fulltime technicians.

Both radio and television studios are on the 18th floor of the Hotel Statler in downtown Buffalo. The TV and FM transmitters also are in the hotel with the tip of the RCA super-turnstile antenna reaching skyward 335 ft. above the street. It radiates an effective power of 16.2 kw visual and 10.2 kw aural.

Four Networks

Primarily a basic NBC station, WBEN-TV, which operates on Channel 4 (66-72 mc), also carries TV programs from CBS, ABC and DuMont.

Since its arrival on the Buffalo scene, WBEN-TV has followed a policy of promoting television in cooperation with the city's set dealers. A series of full-page ads in the *News* carried the message to the public. Each week, for a period of seven weeks in the early fall of 1949, the advertisements urged people to buy sets in order that they may see "the best things in life." The newspaper was urged to follow up these ads by suggesting where and what television set the people could buy.



WBEN-TV utilizes a complex 6-way set-up with film camera. Two 2" x 2" slide projectors, two movie projectors, a Baloptican and a Kaleidoscope projector are utilized. Quentin P. Renner is station's film editor.

* * *

Reprints of choice ads, all prepared by the Roizen Agency of Buffalo working with WBEN-TV's promotion department, were distributed by dealers and distributors to TV-set prospects. Some 100,000 copies were circulated.

Local Shows

The station's 800 sq. ft. studio is a busy location with continuous production of local shows underway. A locally authored and produced show is *The Clue*, sponsored by Stein Brewery which also has an hour of local wrestling and sponsored two other local shows during the past year. This "whodunit" is written by Fred Keller, station's executive producer, and Ray Wander, a local ad man. *The Clue* has passed its first birthday on the air.

Another local attraction is the half-hour South Park Chevrolet *Barn Dance*. Telecast weekly from the studio, the show features hillbilly and western favorites. It drew 1,800 people at $1 each when the telecast originated for charity at a nearby club hall.

Other outstanding local shows include *Meet The Millers*, a Mr. & Mrs. farm couple who specialize in economical food preparation; the musical *Four Quarters;* a youth talent feature, *Stars of Tomorrow*, and *Teen Time*, for the Saturday afternoon disc jockey high school fans.

A display-ad type show, *Shoppers Guide*, designed for presentation of information and products' hints, has received phenomenal success. A husband-wife team, veterans of radio and theatre, has handled as many as 24 spots in a 40-minute period. At present it is a half-hour show, Monday, Wednesday and Friday at 4:30 p.m. It has been on the air since November 1948. *Shoppers Guide* has been so profitable to the advertiser that the single spot rate of $15 has gone up to $22.50 with a waiting list making up a formidable backlog, WBEN-TV reports. Advertisers of same products are asked by the station not to place spots more than once a week in order to avoid monotony.

On-the-air time has jumped in one year from a weekly average of 5 days and 22 hours, to 7 days and more than 50 hours. Class A basic one-time hourly rate is $400.

In a breakdown of program hours, figures for Jan. 30 to Feb. 5 this year showed: Studio hours, 1:15 sustaining, 6:30 commercial, for a total of 7:45; film hours 3:55 sustaining, 2:10 commercial, total 6:05; remote hours, none sustaining, 1:40 commercial, total 1:40, and network hours, 4:45 sustaining and 28:25 commercial, for total of 33:10. Station's total 48:40 hours for this period has 9:95 sustaining and 38:45 commercial.

With an investment which runs well over a half million dollars without operating losses, WBEN-TV expects that within the next year or perhaps a little later, the station finally will break into the black.

On the road to the profit column, WBEN-TV is pitching with all the program-pugnacity it can muster. These efforts have jelled into capsule success stories such as these:

Hengerer Dept. Store found that when a $1.50 toy accordion was demonstrated once by "Santa" over WBEN-TV, $1,500 worth of the toys were purchased at the store the following day.

Pulls for Martino

Martino Radio Service of Buffalo sponsored a 10-minute *Telenews* newsreel on the station last November. Client reported sale of three Philco combinations at $699 per set as a direct result.

Vic Smith, National TV Co. owner, found during the same period that four one-minute film spot announcements for Polaroid lenses sold 200 of the lenses with a total retail value of $1,200—or an amazing return of $300 worth of business for each minute of advertising.

Another advertiser, General Electric Supply Corp. of Buffalo, found that sales of GE clock radios increased 221% after advertising on the station. "Likewise, our sales of television sets more than tripled since our sponsorship of sport programs on the station," GE added.

In the local sports field, WBEN-TV carries portions of professional hockey and wrestling. It has telecast the National Rowing Regatta, local college football, collegiate doubleheader basketball, midget auto and harness racing.

WBEN-TV reports the George

(Continued on Telecasting 15)

* * *

C. ROBERT THOMPSON (l), WBEN-TV station manager, and Frank W. Kelly, assistant station manager in charge of sales, inspect the installation of studio lights.

TV DIRECTORS

SDG Claims Sweeping Jurisdiction

SWEEPING jurisdiction over all directors of both "live" and film television shows was formally claimed in New York last Wednesday by the Screen Directors Guild.

Simultaneously, Cecil B. DeMille, spokesman for the guild, revealed at a news conference that SDG will "start immediate action" to bargain collectively for over 200 television directors in New York, Chicago, Detroit and other cities.

The guild, which now represents between 60 and 70 video directors, would include as members screen and video directors, assistants and floor managers. It would invoke Section 9 of the 1947 Labor Management Relations Act.

Mr. DeMille said he doesn't anticipate a "jurisdictional fight" with the Radio and Television Directors Guild which claims similar representation. RTDG membership now covers 36 of the 45 TV directors connected with local TV stations [TELECASTING, March 27].

Parties Not Identified

While Mr. DeMille declined to identify parties in current negotiations, it is known that representatives of both SDG and RTDG have conferred informally within the past fortnight to discuss jurisdictional problems.

Mr. DeMille said he couldn't speak for SDG members but admitted, under questioning, that one solution might lie in the absorption of RTDG by his guild, a nonprofit group organized for the mutual benefit of its members and not a union in the accepted sense. SDG has affiliation with the Screen Directors Guild in New York, he added.

Mr. DeMille described the SDG as affording a "common meeting ground for Hollywood and the television industry."

"Television and motion pictures are two ends of the same stick which is a system of releasing pictures that move across a screen," he observed, adding that he didn't mean to "suggest or indicate or prophesy that television will supplant the motion picture theatre."

Mr. DeMille noted that SDG had staked its jurisdictional claim on the ground that members are "directing action across a moving screen."

Question of whether television is a form of sound broadcasting and thus not subject to jurisdiction of the motion picture medium—or whether it is a separate distinct art, as ruled by at least one high court—was put to Mr. DeMille and his associates. They dismissed it as academic and thought that any decision which might hold TV to be part of sound broadcasting would have no effect on jurisdictional claims of the SDG, which basically was founded to represent motion picture directors.

On Common Footing

Thus, Mr. DeMille appeared to reflect Hollywood's feeling that television is more closely related to motion pictures than to radio.

Turning to television in general, Mr. DeMille felt that the medium would be "the greatest box office in the world" by means of one of "several mechanical or coin-operated devices." He disclaimed trade reports, however, that he favored Phonevision, Zenith Radio Corp.'s avowed subscription system, over any other development.

"Phonevision is a threat to exhibitors," Mr. DeMille said in reply to a question. "All television is a threat but exhibitors have faced many threats before and have found solutions. Television certainly will have a disastrous effect on bad pictures."

RTDG REACTION

Warns SDG on Encroachment

QUICK to react to Screen Directors Guild's jurisdictional claim over television directors (see separate story), the Radio and Television Directors Guild last Wednesday warned the screen guild not to encroach on its domain.

RTDG pointed out it has a charter from the American Federation of Labor as an international union with jurisdiction over radio-TV directors, and that working TV directors in New York, Chicago and Hollywood are RTDG members.

Furthermore, the statement added, RTDG in New York has working contracts with the four major TV networks recognizing it as "the sole and exclusive bargaining agent" for all TV staff directors, associate directors and floor managers.

"If Mr. DeMille and the SDG do not attempt a raid on the established and recognized jurisdiction of the RTDG, there will be no trouble," the guild cautioned. "However, if Mr. DeMille and his organization attempt such a jurisdictional raid, they're headed for an all out fight."

MACY'S PLANS

Negotiates WOR-TV Series

NEGOTIATIONS were nearing completion last week between WOR-TV New York and Macy's Dept. store for a twice weekly, half-hour program.

Details were not set but present plans call for a noontime series, probably on Wednesday and Friday, featuring Barabara Wells and guests and offering consumers advice on what to look for when buying merchandise. Program would originate from Macy's own radio studios and stress the store's slogan: "It's Smart to be Thrifty." Victor Ratner, Macy vice president and former CBS official, is handling negotiations for the store, which reportedly is launching the series as a TV experiment.

BEST overall guess on estimates of TV circulation during February in key markets represented by Edward Petry & Co. was made by Annabelle Andersen, New York timebuyer formerly with Warwick & Legler. She is awarded first prize, a television set, by Keith Kiggins, Petry TV official. Miss Andersen also receives prizes for coming up with the best guess for Boston.

BASEBALL RIGHTS

TV-Radio Set in Philadelphia

BASEBALL picture in Philadelphia was completed last week with the announcement that WPTZ (TV), WFIL-TV and WCAU-TV would each telecast a portion of the home games of the Athletics and Phillies. Rotating sponsorship has been signed with Atlantic Refining Co. and P. Ballantine & Sons, with the possibility of another advertiser being added. N. W. Ayer is agency for Atlantic; J. Walter Thompson represents Ballantine.

During the regular season at Shibe Park, WPTZ cameras will originate the ball games for the three Philadelphia TV stations. Feeds to WCAU-TV and WFIL-TV will be augmented by those stations with commercial announcements from their own studios.

WPTZ is to telecast all Saturday afternoon games except five. WFIL-TV will have weekday day games and the aforementioned five Saturdays not covered by WPTZ. WCAU-TV will telecast Sundays, totalling 42 games. Some of these Sunday games will also be carried by WFIL-TV.

Atlantic and Ballantine were also sponsors during the 1949 season.

Radio rights are to be handled by WIBG and WPEN, Philadelphia independents [BROADCASTING March 20]. The former will cover the Athletics' schedule and the latter the games of the Phillies. WPEN's broadcasts will be sponsored with Atlantic, Supplee-Sealtest and Ballantine alternating. Atlantic will sponsor WIBG's coverage. Also under Atlantic's plans for the baseball season are broadcasts of Philadelphia games via a regional hookup to Eastern Pennsylvania.

ABC-TV currently issuing copies of its film catalogue to affiliates, listing films available for TV programming.

WKZO-TV TESTS

First Signal Successful

WKZO-TV Kalamazoo-Grand Rapids, Mich., began transmitting test patterns last week, according to John E. Fetzer, owner, president and general manager of Fetzer Broadcasting Co., owner of WKZO and WKZO-TV, and WJEF Grand Rapids.

Reports of reception of WKZO's signal "far exceeded our expectations," Mr. Fetzer said. Monitoring posts were set up in Lansing and Jackson, Mich., and in South Bend and Elkhart, Ind. First pattern was sent out last Tuesday from 12 midnight to 1:30 a.m. "It was surprising to find a deluge of telephone calls the next day," Mr. Fetzer said, "in view of the late hour."

Station's studios are maintained in Kalamazoo at present with offices at both Kalamazoo and Grand Rapids. As yet, Mr. Fetzer said, no date has been set for the official debut. WKZO, operating on Channel 3 (60-66 mc) with 16 kw aural and 8 kw visual will be a primary CBS-TV affiliate although programs will be carried from all other TV networks. The station is using a new type Federal Midlevel transmitter.

KECA-TV STAFF

11 Added, 19 Transferred

ADDITION of 11 new employes and transfer to more responsible positions of 19 staff members at KECA-TV Hollywood has been announced by Frank Samuels, vice president in charge of ABC's Western Division. The changes were brought about since the station started seven-nightly operation March 11, Mr. Samuels said.

New members of the engineering department are: John F. Scales, Francis A. Oliver, Roger L. Monson, Richard T. McCartney, Klarence F. Krone and Edward J. Corey. Additions to the non-technical staff include: Carolyn Roberts, makeup assistant; Darrell E. Ross, stage supervisor; Nigel G. (Jimmy) Horton, assistant film director; Billy L. Alcine, TV program assistant; Dee Jay Falls, tour aide.

L. A. WRESTLING

Telecasting Ban Is Lifted

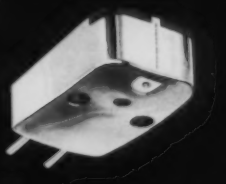
FOLLOWING a seven-week telecasting ban, local wrestling returns exclusively to Los Angeles television April 13 via KTLA (TV) and KECA-TV. The ban had been in effect since Feb. 9 when promoters of the matches said telecasting hurt box office receipts.

According to plans negotiated for wrestlers by MCA Agency, which has taken over representation of 20 top wrestlers [BROADCASTING, March 27], matches will be telecast twice weekly—on KTLA (TV) starting April 13 and on KECA-TV starting April 14.

NO MORE!

NO MORE PLUG-IN CARTRIDGES!
NO MORE EXTRA PICK-UP ARMS!

with the new..... *Fairchild*
TURRET-HEAD ARM



NOW- All 3 CARTRIDGES in *ONE* ARM

lateral, vertical and microgroove - or any other combination desired

SIMPLY TURN KNOB to select cartridge...

Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance.

- OPTIMUM PERFORMANCE ASSURED by separate cartridge for each function. Mount any 3 of four cartridges listed at right in one arm.
- OPTIMUM GROOVE TANGENCY—offset design.
- NEW VISCOUS DAMPING—NO ARM RESONANCE.
- FITS ALL TRANSCRIPTION TABLES—mounting radius, 13⅜"; height above record surface, 1⅞"; base height adjustable.
- **3 WAY TURRET-HEAD ARM . . . . . $65.**

MINIATURE DYNAMIC CARTRIDGE, shown above, fits all arms and record changers—standard RMA mountings—Diamond Styli mounted perpendicular for back cuing.

- LINEAR FREQUENCY RESPONSE—constant velocity device—moving coil design for low mass moving parts and freedom from distortion.
- NO HUM PICKUP—extremely small coil winding keeps induced hum at least 15db below other professional type cartridges.
- HIGH LATERAL COMPLIANCE in conformance with good pickup design.
- CONNECTS TO MICROPHONE CHANNEL—low impedance—feeds through equalizer directly to the input of console at microphone level.

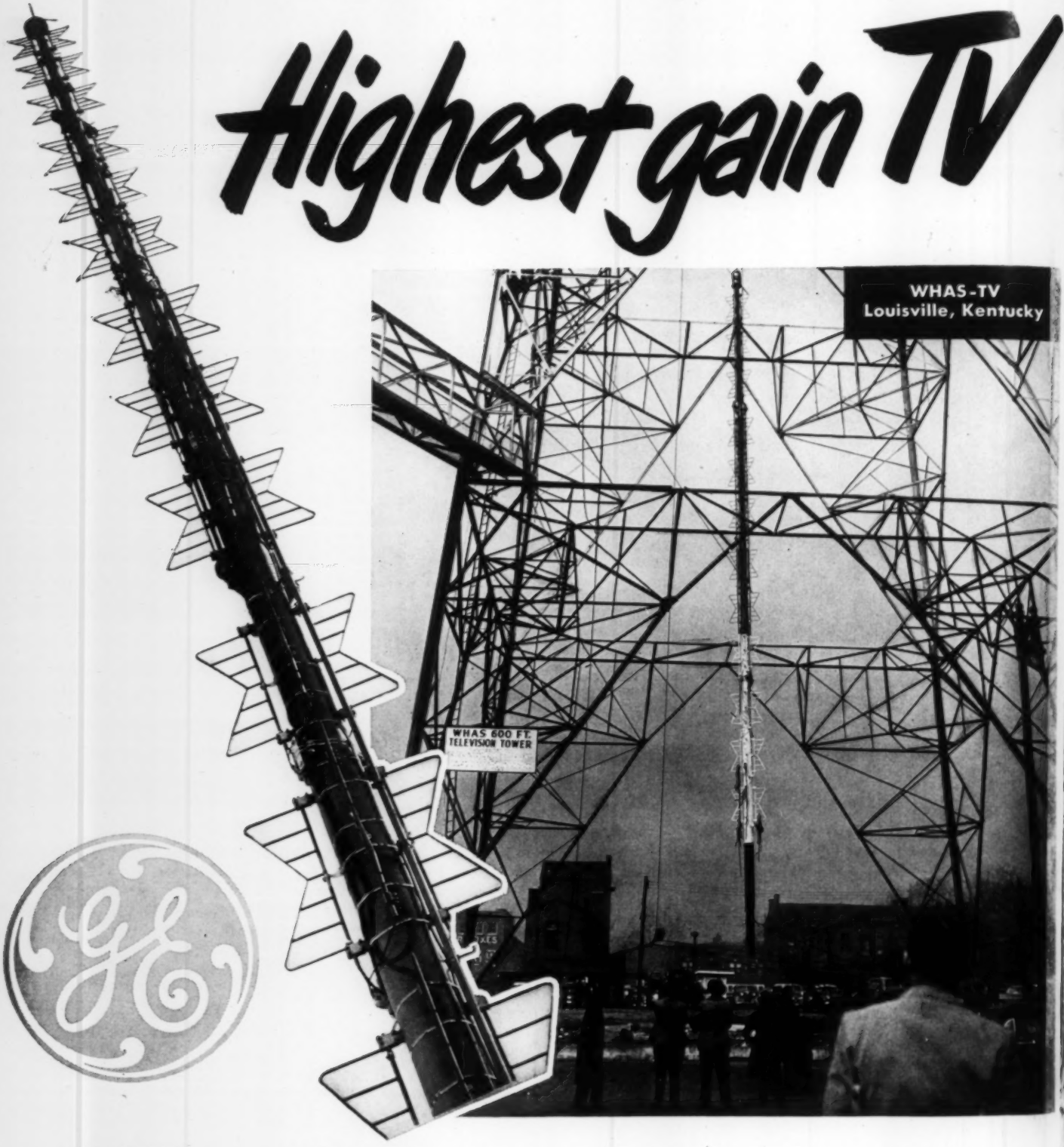
CARTRIDGES WITH DIAMOND STYLI	LOW PRICED
Unit 212—Lateral 2.8 mil	$42.50
Unit 211—Lateral 2.2 mil	42.50
Unit 210—Lateral 1.0 mil	47.50
Unit 213—Vertical	50.00

Fairchild RECORDING EQUIPMENT CORPORATION

154 St. & 7th Avenue • Whitestone, New York

"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV



GOING UP—THE ANTENNA THAT COULDN'T BE BUILT. When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

antenna* in the world!

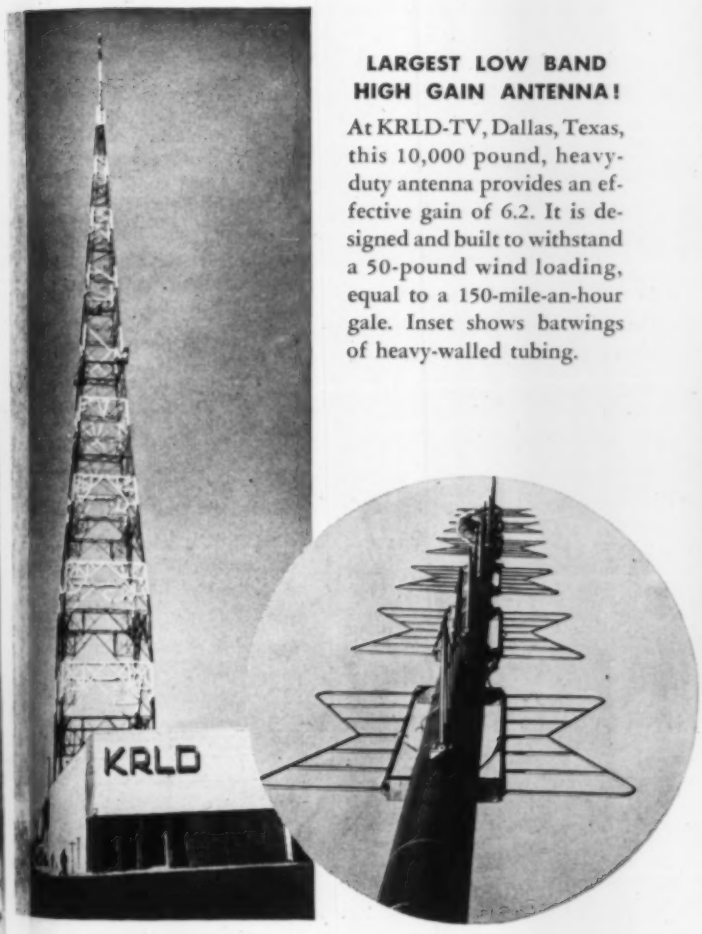
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

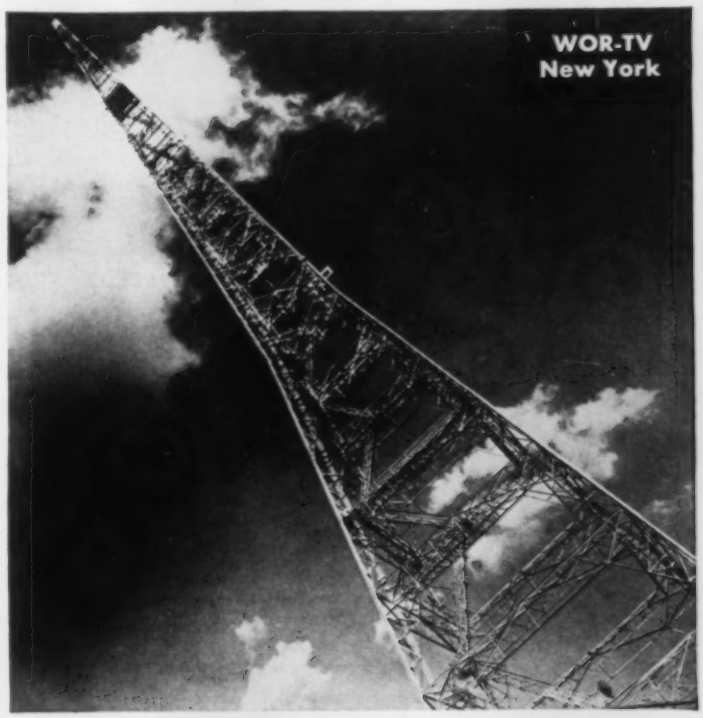
General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*



LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

**for VHF commercial operation*

You can put your confidence in—

GENERAL ELECTRIC

Telestatus

Labor Bureau Compares Radio-TV

(Report 106)

TELEVISION already has replaced radio as the chief product of radio and television manufacturers and in 1949 TV sales were responsible for about two-thirds of the industry's total dollar receipts, according to a study published by the U. S. Dept. of Labor's Bureau of Labor Statistics.

Titled "Radios and Television Sets," the study is part of a BLS detailed report on employment and payrolls. It also points out that, "contrary to popular notion, the radio and television industry has provided relatively few additional jobs as a result of the television boom." Employment in January was only 4% higher than in January 1949— an approximate increase of 5,000 in the production worker force, the report reveals.

The study also reveals that video set manufacturers reported accounting for almost $600 million of the radio-television industry's $850 million sales in 1949. In the five months ending with January of 1950, approximately two million video sets were produced, compared with 6,000 sets throughout 1946. Simultaneously, the report showed, radio set production dropped during 1949 from the 20 million established in 1947 to about half that total.

* * *

Video's Effect on Young People Studied

THE EFFECT that television has on children's study and other habits is starting to face the same controversy which met radio not too many years ago. To date no clear cut answer has been presented on the subject although it would appear that the age of the child is one of the determining factors. Following a survey made at Chicago's South Shore high school, it was reported last week that senior class students' grades "bear up under the strain of TV" better than those of any other class group. Philip Lewis, assistant principal and instructor of a TV course there, found that "superior" students can safely spend from 15 to 20 hours weekly in viewing. Average students should spend only from five to 10 hours, he said. He noted an average decline of 19% in grades of junior class members who watch video 19 hours weekly, and of 8½% in sophomores' grades. TV helped seniors, however, in history, civics and drama courses. Mr. Lewis termed it a "challenge" to find out how TV can aid each subject studied.

In New York first returns from a survey intended to evaluate television's "adverse" effect on the eating, study and other habits of New York City school children were revealed in findings prepared for release today (Monday) by United Parents Assn.

Results by age breakdown: (five to seven) 20 out of 75 parents reported an "unfavorable effect" on recreation activities and 22 said TV "adversely affected" children's eating habits; (seven years old) 13 out of 111 noted adverse effects on study habits, 29 on recreation and 27 on eating; (eight year olds) five out of 73 on study, 12 on recreation and 19 on eating; (nine year olds) seven out of 51 on study, 13 on recreation and 19 on eating; (10 year olds) eight out of 46 on study, 12 on recreation and six on eating; (ages 11 to 13) 33 out of 249 on study, 40 on recreation and 27 on eating habits.

UPA officials declined comment on initial findings pending a more thorough analysis of a larger proportion of the 100,000 questionnaires circulated by parent-teacher associations of schools affiliated with UPA. First findings were based on 605 returns from parents in the boroughs of Manhattan, Brooklyn, the Bronx and Queens.

* * *

New TV Lighting System Announced by N. Y. Firm

INVENTION and perfection of a new lighting system for television, which could allegedly result in savings of more than a million dollars annually in cost of TV films, has been claimed by Larry Gordon, president of Television Features Inc., division of Larry Gordon Studios, New York. System is called "filtelite."

Lighting is described as "mobile sunlight," so constructed and manipulated that an entire production set can be lighted properly in a minimum of time, according to Mr. Gordon, who has installed it in one of his studios. Reel of all completed TV films is being made available to advertising agencies.

* * *

Hopalong Cassidy Leads Tele-Que Video Ratings

MOST popular television program in Los Angeles and Orange Counties during first week of March was *Hopalong Cassidy*, according to Tele-Que survey of Coffin, Cooper & Clay Inc., Hollywood. Show received 59.7 rating. Results were based on viewing diaries kept by 575 TV viewers in the area.

Next nine shows in popularity were: *Spade Cooley Time*, 52.7; *Texaco Star Theatre*, 47.2; *Feature Movies* (KTLA), 46.6; *Lone Ranger*, 45.1; *Sandy Dreams*, 42.1; *Harry Owens*, 41.9; *Time for Beany*, 38.6; *Feature Picture* (KTLA), 38.2; *Cyclone Malone*, 37.6.

* * *

Videodex Ratings Issued for March

MILTON BERLE'S *Texaco Star Theatre* was seen in 2,161,700 homes in 17 cities covered by the March Videodex television ratings. The program had a rating of 61.3, according to the Jay & Graham Research Inc. report issued last week. Ratings were derived from the Videodex panel during the first week of March.

The list of top 10 Videodex rated programs follows:

Program	Rating	No. (000's) Homes	No. Cities
1. Star Theatre	61.3	2,161.7	17
2. Talent Scouts	55.2	1,552.2	10
3. Toast of Town	48.7	1,677.1	16
4. Godfrey & Friends	46.9	1,653.2	17
5. The Goldbergs	42.3	1,432.2	14
6. Stop the Music	38.3	1,206.8	16
7. Kraft TV Theatre	36.1	1,110.6	15
8. Lone Ranger	35.9	1,168.9	12
9. Cavalcade of Sports	34.8	1,130.5	16
10. Fireside Theatre	34.8	1,047.6	14

Test Pattern Argument

ORAL ARGUMENT on FCC's proposal restricting separate operation of TV aural and visual transmitters has been scheduled for May 12, the Commission has announced. Those who have filed comments and wish to participate must enter appearances by May 1. The proposed rule changes would allow test patterns to be accompanied only by a single tone or series of tones while separate operation of the aural transmitter would be allowed only for test purposes or emergency fills upon failure of visual equipment. Many telecasters have urged liberalization of the proposal [TELECASTING, Dec. 12, 1949; Jan. 16].

Weekly Television Summary—April 10, 1950 TELECASTING SURVEY

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	6,785
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	305,793
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	33,432
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	....	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563

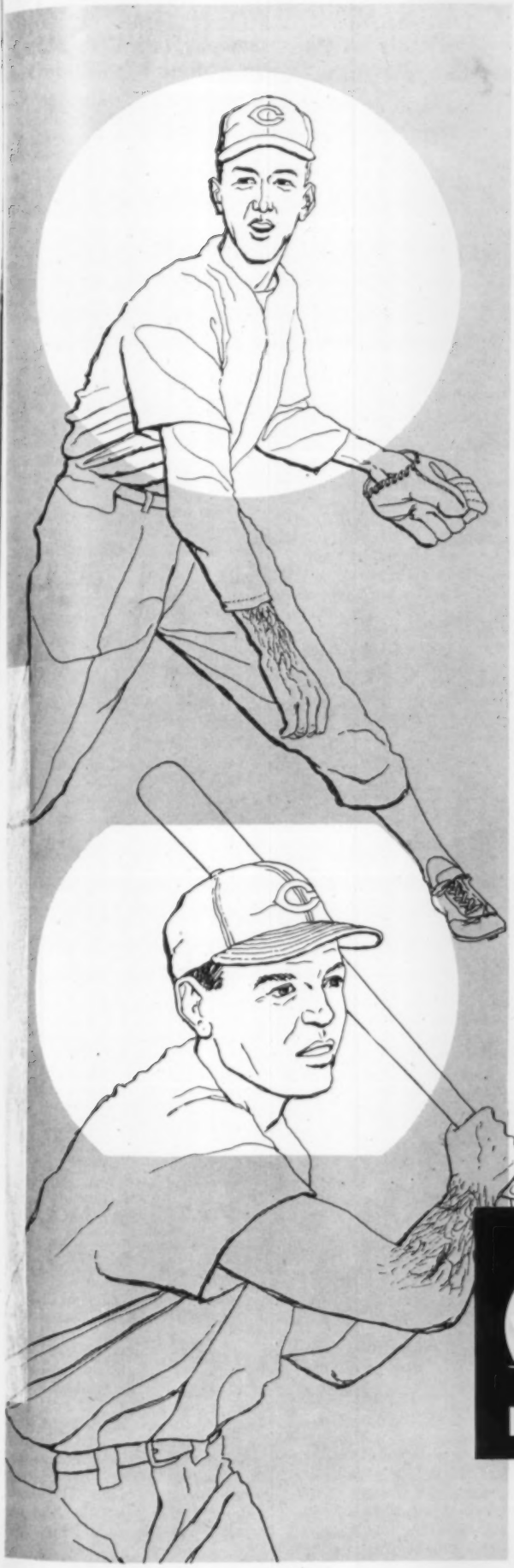
City	Outlets On Air	Number Sets
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV	448,727
Louisville	KTTV, KECA-TV	25,901
Memphis	WAVE-TV, WHAS-TV	29,775
Miami	WMCT	20,125
Milwaukee	WTVJ	89,419
Minn.-St. Paul	WTMJ-TV	74,900
Nashville	KSTP-TV, WTCN-TV	25
New Haven	.....	71,100
New Orleans	WNHC-TV	19,897
New York	WDSU-TV	1,060,000
	WABD, WCBS-TV, WJZ-TV, WNBT	
Newark	WOR-TV, WPIX	Incl. in N. Y. Estimate
Norfolk	WATV	9,315
	WTAR-TV**	21,541
Oklahoma City	WKY-TV	20,361
Omaha	WOW-TV, KMTV	435,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	4,500
Phoenix	KPHO-TV	80,000
Pittsburgh	WDTV	887
Portland, Ore.	.....	34,125
Providence	WJAR-TV	26,213
Richmond	WTVR	31,056
Rochester	WHAM-TV	11,000
Salt Lake City	KDYL-TV, KSL-TV	13,016
San Antonio	KEYL, WOAI-TV	33,290
San Diego	KFMB-TV	43,442
San Francisco	KGO-TV, KPIX, KRON-TV	70,000
Schenectady	WRGB	24,450
Seattle	KING-TV	101,254
St. Louis	KSD-TV	33,758
Syracuse	WHEN, WSYR-TV	37,000
Toledo	WSPD-TV	20,800
Tulsa	KOTV	11,500
Utica-Rome	WKTV	118,250
Washington	WMAL-TV, WNBW, WOIC, WTTG	30,322
Wilmington	WDEL-TV	

Total Markets on Air 60 Stations on Air 103 Sets in Use 4,906,365

* Lancaster and contiguous areas.

** New station in this report.

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



miami valley **EYES** are glued to **WHIO-TV**

Dayton's **FIRST** Television Station to Broadcast

CINCINNATI REDS

Baseball Games

April **18**—October **1**

This market's growing TV audience (over 55,000 as you read this) spends a lot of time looking at WHIO-TV. The reason . . . outstanding programming like the Cincinnati Reds home games April 18—October 1.

Top local programs, news and sports coverage, plus CBS, ABC and DuMont network shows make WHIO-TV FIRST in Television in the Miami Valley.

NEWS • SPORTS

CBS, ABC, DuMont Best Shows

channel 13
whio-tv -AM -FM
DAYTON, OHIO

Affiliated With The Dayton Daily News and Journal-Herald

Film Report

CANNON MILLS, to supplement its various advertising campaigns, is blazing a trail in television. Cannon is offering free to retail stores, two one-minute TV commercial films to increase May-June selling of towels. Store pays only for TV time at local rates. Open-end is provided to permit 11-second local announcement for individual stores. . . . **American Releasing Corp.**, Los Angeles, signed by **Sue Dwiggins** and **Vi Russell** to handle their TV package *Little Magic Mystery*. Consisting of 13 quarter-hour programs, package will be distributed nationally.

* * *

Burr Tillstrom, creator and co-owner of NBC-TV *Kukla, Fran & Ollie*, has been signed by **TEEVEE Film Co.** Beverly Hills Calif. to produce half-hour TV series based on **OZ** stories by L. Frank Baum. Series will utilize combination of live talent and marionettes and will be produced in Chicago. Completion of film is expected for fall telecasting. Same firm producing series of six five-minute television films *Vignettes of Fate*. **Merrill Pye**, vice president in charge of production of TEEVEE, has resigned. **Marc Frederic** and **William Asher** will assume duties formerly overseen by Mr. Pye.

* * *

Reported to be largest sound stage ever used for television in Hollywood, being utilized by **United Productions of America** at General Service lot, for **Ford** commercials. Series of 10 90-second films being produced for NBC-TV Kay Kyser show. They will be available May 11. Agency: **J. Walter Thompson Co.**

* * *

Shallow & Graham Productions, Los Angeles, has completed series of six one-minute TV film commercials for **Day & Night Mfg. Co.**, Monrovia, Calif. (water heaters, Panelray gas wall heater). Films currently being telecast on 13 western and southwestern stations including KTTV (TV) KTLA (TV) KLAC-TV all Los Angeles; KRLD-TV Dallas; WBAP-TV Fort Worth; WDSU-TV New Orleans; WKY-TV Oklahoma City; KPHO-TV Phoenix; KSL-TV Salt Lake City; WOAI-TV San Antonio; KFMB-TV San Diego; KRON-TV San Francisco; KOTV (TV) Tulsa.

* * *

Princeton Film Center Inc. is expanding its New York facilities to speed handling of film production due to increased demand for TV film. New addition to Manhattan set-up will make creative talent, editing facilities and screening room immediately available to video clients.

* * *

Television Features Inc., New York, currently producing one-minute spots for **Sweetheart Soap** and **Mueller's Spaghetti**, through **Duane Jones**; **Purolator**, through **J. Walter Thompson**; **Lee Pipes**, through **Donahue & Coe**; **Buffalo Savings Bank**, through **Muir & Co**; **P. O. C. Beer**, through **Gregory & House**; **Franks Beverages**, through **Adrian Bauer**; **Spred Satin** and **Durkee Foods**, through **Meldrum & Fewsmith.** Commercials recently completed include **Richard Hudnut**, through **Kenyon & Eckhardt**; **Air Wick**, through **Weintraub. William Van Pragg**, vice president in charge of production, says future schedules indicate high intensity production as result of commercials successfully completed and aired.

* * *

INS-Telenews weekly newsreel review, 20-minute summary of week's news, being telecast on WGN-TV Chicago, under sponsorship of **City National Bank and Trust Co.** . . .

PROGRAM FINDER
Crosley Issues 'Tel-A-Dial'

CROSLEY Broadcasting Corp.'s three television stations, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, have begun free distribution of more than 100,000 copies of a copyrighted, trademarked program finder called the "Tel-A-Dial."

The "Tel-A-Dial" consists of an outer casing with a slanted window through which each day's program

Examples of Crosley's "Tel-A-Dial." At the right is a rear view showing an easel by which the viewer may stand it on his television set.

* * *

listings can be seen on a sliding inside card. Made of cardboard with a natural wood finish, the "Tel-A-Dial" has an easel on back, enabling the viewer to stand it on his television set.

Separate versions of the "Tel-A-Dial" are provided for audiences in the Cincinnati, Dayton and Columbus areas served by the three stations. New slides will be issued enabling the viewer to stand it on periodically to keep the program tinder up to date, the firm reported.

PGH. CHANNELS
Seven Applicants Set Plan

RESOLUTIONS urging allocation of additional television channels for Pittsburgh "forthwith" were reported last week to have been adopted by the Pittsburgh City Council and the Board of County Commissioners.

Simultaneously, seven Pittsburgh television applicants notified FCC they had reached agreement on individual proposals which would have the cumulative effect of assigning VHF channels 3, 7, 9, 11, and 13 to the Pittsburgh area, one of which (No. 3) has already been assigned to WDTV.

FCC's own pending allocation plan would allocate two VHF and two UHF channels to Pittsburgh.

The city and county resolutions directed appropriate local officials to request of Pennsylvania's Congressional delegation "that all necessary and appropriate steps be taken to the end that authorization for the operation of additional television facilities in the city of Pittsburgh to be allocated by the FCC may be issued forthwith."

The resolutions cite Pittsburgh as "the birthplace of radio broadcasting"; claim FCC has "unfairly discriminated" against the city by its four-channel proposal.

The seven applicants who joined in the statement to FCC were KQV, WLOA, WJAS, WCAE, KDKA, WWSW, and United Broadcasters Inc.

SEEKS WTPS-TV CP
Asks FCC To Reinstate Grant

NEW ORLEANS *Times-Picayune*, operator of WTPS and WTPS-FM, asked FCC last week to reinstate its grant for construction of a new television station.

The newspaper's construction permit for WTPS-TV was given up last summer after the Commission called a hearing on its request for additional construction time. Spokesmen said the newspaper is "very much desirous" of building and operating a television station, and said the request for reinstatement seeks Channel 10 since a petition is pending for reallocation of No. 7, originally assigned to WTPS-TV, for use in Baton Rouge instead of New Orleans.

Goodman Show Sold

HARRY S. GOODMAN Radio & Television Productions has sold its TV telephone game, bingo-type prize program, to WBAL-TV Baltimore, with feature set to start May 1, and plans to expand the program to Boston, Detroit, Cleveland, Cincinnati and Los Angeles. Package now is on WJZ-TV New York, WFIL-TV Philadelphia and WGN-TV Chicago. Stations offer sponsors' products as prizes to televiewers of program which is aired "live" in each city. Viewers play the games by using either telephone or social security numbers.

COLUMBIA PLANS
Record Firm Sets CBS-TV Show

COLUMBIA RECORDS Inc., New York, has completed its plans for a 2.5 million dollar advertising and promotion campaign [BROADCASTING, April 3] using radio, television, national magazines, co-op newspaper space, display and point of sale material, Ken McAllister, director for advertising and promotion, announced.

Mr. McAllister

The plan includes sponsorship of one half hour of the CBS hour-long television show *The Show Goes On* starring Robert Q. Lewis, starting April 20, Thur., 8:30-9 p.m.

Columbia will sponsor the program through June 18 and will resume on Sept. 24 for the rest of the year. Each week a Columbia artist will appear on *The Show Goes On*. During the spring the program will be seen on WMAR-TV Baltimore, WCBS-TV New York, WCAU-TV Philadelphia, WOIC(TV) Washington, WBKB(TV) Chicago, WKRC-TV Cincinnati, WBNS-TV Columbus, WJBK-TV Detroit, WXEL (TV) Cleveland. When it returns in the fall it will be seen in 40 cities throughout the country.

Columbia Records will renew *The Columbia LP Record Parade* Sundays on CBS.

NBC-TV Revue Plans

NBC-TV's two-and-a-half-hour *Saturday Night Revue* will return in the fall after a summer hiatus starting May 20. Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV, announced the resumption was definite.

Heinz Starts Video

H. J. HEINZ Co., Pittsburgh, (57 varieties) in its first television try, today (April 10) starts a 13 week daytime spot participation campaign on KFI-TV Los Angeles. Expending $1,000 weekly, firm will use a total of 299 participations on six of the TV station's top shows. Agency, Maxon, Inc., New York.

Correction

RCA EXPECTS the market for black-and-white television sets to continue through the foreseeable future. Answering questions at the premier public demonstration of RCA's tri-color television tube, Brig. Gen. David Sarnoff, RCA board chairman, said he did not foresee a time when the company would not be building monochrome sets, despite the advent of color [TELECASTING, April 3]. Inadvertently, the "not" in "did not foresee" was dropped in TELECASTING'S account.

FOR CONGESTED AREAS
specify BLAW-KNOX
Whether it's for a spectacular TV antenna or a modest mobile communication system, a Blaw-Knox Tower *designed for the job* is your best—and safest—buy. In congested areas and cities throughout the country hundreds of Blaw-Knox Towers—both large and small—are proving the worth of their superior construction. For this assurance of safety and performance you might expect a premium price but—Blaw-Knox Towers *cost no more* than those of doubtful stability! Specify Blaw-Knox, and be sure.
BLAW-KNOX DIVISION OF BLAW-KNOX CO.
2038 Farmers Bank Bldg., Pittsburgh, Pa.
Distributed by
GraybaR
BLAW-KNOX ANTENNA TOWERS

WTAR-TV OPENS

Dedication Is Held April 2

WTAR-TV Norfolk, Va., went on the air officially April 3 when more than 1,800 persons attended formal dedicatory ceremonies in the Center Theatre.

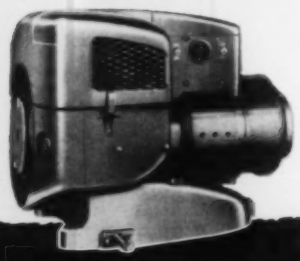
The dedicatory address was given by Campbell Arnoux, president of the WTAR Radio Corp. Other speakers on the 45-minute program included the Rt. Rev. William A. Brown, bishop of the Episcopal Diocese of Southern Virginia; Admiral Ralph O. Davis, commandant, Fifth Naval District; Rep. Joseph Porter Hardy Jr. (D-Va.); Mayor Pretlow Darden, and Sheldon B. Hickox Jr., NBC director of station relations, who welcomed the 59th affiliate to the network.

Entertainment featured local talent and WTAR-TV personalities, after which the NBC network was joined.

The following day, WTAR-TV began its regular schedule, opening at 5:15 p.m., sign-off at 11 p.m. with a test pattern between 2 and 5:15 p.m.

WTAR-TV's dedication was heralded by full-page newspaper advertisements. Owned and operated by the WTAR Radio Corp., WTAR-TV operates on Channel 4 (66-72 mc) with power of 12.25 kw aural, 24.5 kw visual. Its affiliates are WTAR-AM-FM.

ELECTRIC POWER
for MOBILE TV UNITS



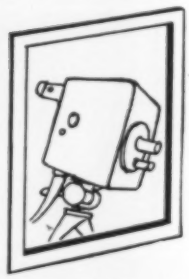
with ONAN ELECTRIC PLANTS

Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Supply power for transmitting, recording, lights and all other needs. Electric push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS for transmitter stations, *keep you on the air* and protect against loss through failure of highline power. Fully automatic start and stop. 1,000 to 75,000 watts, A.C.

Write for literature

D. W. ONAN & SONS INC.
3156 Royalston Ave., Minneapolis 5, Minn.



Reel Takes

JOHN OTIS CARNEY

FLYING in the Marine Corps, writing a best seller and working as executive producer for Louis DeRochemont are major landmarks along the road traveled by John Otis Carney to his current position as president of United Videogram Inc. As head of the year-young firm, which has offices in Chicago, Washington, New York and Minneapolis, Otis coordinates all film production work on commercials and shows, outlines presentations, does much of the writing and offers a creative consulting service to stations, agencies and clients.

He hops between his various offices but headquarters at 33 S. Clark St. in Chicago, city of his birth. Otis attended grade and high schools there, but went eastward in 1939 to Princeton, where he became an enthusiastic member of the Ivy Club, frequently stayed up all night debating literature and politics, and majored in English. In 1941 he left school to enter the Navy. After flight training and assignments in this country, he served two years in the Pacific as a Marine Corps flier and was discharged with the rank of captain.

It was while training at Corpus Christi, Tex., that he co-authored *Love at First Flight* with another pilot. The book was published in 1943, and sold 300,000 copies. Otis confesses his biggest mistake to that point—"and still"—was turning down $30,000 cash for motion picture rights.

Edits Humor Magazine

Otis returned after four years of service to Princeton long enough to edit the humor magazine, *Tiger* (the oldest of its type in the country), and to collect a diploma. For several months thereafter he toured Mexico, writing freelance fiction and non-fiction and reporting the daring-do of the Mexican Baseball League for the *Chicago Daily News*.

Getting an editorial job on *Time* magazine caused his abrupt departure northward, but before he had time to report to *Time's* New York offices he met and was hired by Louis DeRochemont. Mr. DeRochemont, who originated the "March of Time" documentary, hired Otis in one sitting at the men's bar of the Waldorf. This was in January 1947.

Mr. DeRochemont had resigned his "March of Time" dictatorship to operate independently and to work for 20th Century-Fox. Otis, as his executive producer, helped make the commercial film, "Boomerang," and these documentaries: The eight-reel "Tobaccoland U.S.A." for Chesterfield cigarettes, which cost $400,000; two-reel (20-minute) films for Squibb, Reynolds Metal and the Insurance Co. of North America, and two

Mr. CARNEY

eight-reelers on a town in Alabama and one in New England, which were distributed in Europe by the State Dept. to show typical American living.

Although he did planning, general production, much of the writing and all of the contact work, the photographic process remained fine theory but bad practice with him. "I still can't take a picture with a Brownie, but I *do* know what a good picture has and how it can be taken!"

Wrote FBI Sequel

Always a creative writer, Otis scripted "FBI No. 2," designed (but never filmed) as a sequel to "The House on 92nd St.," produced by Mr. DeRochemont. Because of his aptitude for drama and scripting, he next signed with Actor Gary Cooper to find, develop and write movies for Mr. Cooper's independent production enterprise. The job was short-lived, for the day Otis was hired he contracted malaria, which led to double-pneumonia and a hospital bed for three months. After recovering, he went to Minneapolis for a change in pace and wrote features for the *Star*. It was there he married the former Frederika Fly of Memphis. They now live in Lake Forest, a northern suburb of Chicago, with their two sons, Thomas 2, and John Otis II, 10 months.

United Videogram's biggest production in its first year was *The Marines War*, a 26-chapter documentary on the Pacific war based on the book of the same name by Fletcher Pratt, military historian. Four chapters have been compiled from Navy, Marine Corps and captured Japanese film, and 300,000 feet are still in reserve. The series is being considered for network sponsorship, and has been previewed in New York, Washington and Minneapolis. It can be telecast as 13 half-hour or 26 20-minute shows.

United has completed TV films for 53 accounts, including Minnesota Mining & Manufacturing Co., Grain Belt Beer, North West Buick Dealers, Northland Ice Cream, Schmidt Brewing Co., Skippy Peanut Butter, Gluek Beer and Alcazar Cigars. Firm also produces *Washington Tapestry* with Mrs. Raymond Clapper, widow of the Washington correspondent, and the *Bob Cooke Sport Show* and *Bob Cooke Chalk Talk* (he is sports editor of the *New York Herald Tribune*).

To lower the high cost of quality TV film commercials, Mr. Carney hopes to get a complete library of stock shots on all kinds of merchandise so spots can be tailored. "The greatest need in television," in his opinion, "is for all those involved, especially agency people, to think in terms of pictures. It's difficult to visualize spots and shows and to know budget limitations, but it has to be done."

WJIM-TV PLANS

Regular Programming To Start

WJIM-TV Lansing, Mich., owned and operated by WJIM Inc., is scheduled to begin regular program operations sometime this week, according to Harold F. Gross, president and general manager.

Mr. Gross

On test pattern since March 17, WJIM-TV is RCA - equipped, transmitting from an antenna tower of 345 ft., located 1,185 ft. above sea level. Station operates on Channel 6 (82-88 mc) with power of 9.3 kw aural, 18.7 kw visual.

Mr. Gross said WJIM-TV soon will be housed in a modern $500,000 plant and, as soon as possible, will add all varieties of local programming to its daily schedule of network and film shows. Network broadcasts will be beamed by microwave from Detroit to transmitting equipment at Milford, Mich., where new microwave facilities make possible transmission to Lansing without any intermediate beam-weakening towers, he stated.

In addition to Mr. Gross, executive personnel at WJIM-TV include: Howard K. Finch, station manager and program director; C. X. Castle, chief engineer, and Roger S. Underhill, director of sales.

VHF to UHF?

(Continued from Telecasting 3)

inside the tube and the three-color dot groups on the tube face—both numbering about 117,000—are increased. RCA hopes to double the number of dots.

Highlight readings of the three sets were reported as 7 foot lamberts for the three-gun color set, 12 foot lamberts for the monochrome set, and 4 foot lamberts for the one-gun color set. Ambient room lighting was 0.5 foot lamberts.

Most of the Monday-Tuesday sessions, preceding cross-examination of Dr. Fink, was devoted to highly technical testimony by Dr. G. H. Brown, research engineer of RCA Labs, on recent technical developments and a "complete engineering consideration of the RCA system."

Dr. Brown said experience has shown the RCA system requires a signal-to-noise ratio no greater than that for black-and-white, and that observers have found unanimously that the system is no different from monochrome with respect to transmission irregularities including ghosting and spurious images.

Report Submitted

He submitted a report indicating that transmitters capable of developing up to 5 kw carrier power at the upper end of the UHF region, near 890 mc, will be available within 18 to 24 months.

Comr. Jones questioned him in detail on the date when RCA first conceived and began development of its present color system. Dr. Brown observed at one point that he didn't think any pinpoint date was pertinent, but under questioning reported that the system was worked out in theory in late 1948 or early 1949.

Comr. Jones asked for a complete timetable on the entire project.

Hugh M. Beville Jr., NBC director of research, testified briefly on the length of time needed before RCA could provide color service to areas presently reached by coaxial cable. He estimated that by October 1950 some 23 cities with a total population of 45,770,000 would be served by radio relays capable of carrying RCA color. As of March 2, he said, 28 cities with 51,405,000 population were receiving network service by coaxial or radio relay.

William R. McAndrew, assistant to NBC's Washington vice president and also general manager of the NBC Washington stations, compared program production costs for color and black-and-white. Under questioning by Comr. Jones, he concluded that from his experience he saw no reason for a broadcaster to hesitate about entering color because of the additional costs in this phase of color operations.

Dr. Brown, back on the stand, asserted that RCA had used the dot-interlace technique in its present system from the beginning in order to accomplish the purpose for which CBS adopted it a few weeks ago—to get greater resolution.

He presented comparative data showing, on the basis of visual acuity, RCA resolution superior to that of CBS.

In response to Comr. Jones on the possibility of a "combination" set which could receive transmissions under all three systems, Dr. Brown thought it possible to find some common components, then put all three receivers into a box "and call it a single receiver." But, he said, it would not be a question of "subtracting" tubes and circuits, but of adding them.

In response to further questioning, counsel for RCA agreed to submit data on additional circuits which would be necessary in such cases and on components common to the systems.

On the question of multiple standards, posed by Comr. Jones, Dr. Brown said: "I just don't understand how multiple standards can work—I have no conception of it."

The question of patents was raised after Dr. Engstrom took the stand Tuesday to outline the working of the tri-color tube. Comr. Jones elicited from RCA counsel a statement that RCA has rights to license and in some cases sublicense receiver and television patents owned by International Telephone & Telegraph Corp., General Electric, Westinghouse, Phillips Co., and Farnsworth.

Singling out the Farnsworth patents in particular, Comr. Jones said he wanted to know how much RCA paid for its patent rights and what they involved.

Patent Question

Pressed by Comr. Jones, RCA General Attorney Joseph V. Heffernan said he didn't know whether anyone could build a black-and-white set without using RCA patents, but later reported he was sure the Hazeltine Corp. and Dr. Edwin H. Armstrong and possibly others also license TV set manufacturers.

Dr. Engstrom testified, also under questioning by Comr. Jones, that he felt RCA color sets might be built to sell, without the kinescope, at about 25% more than comparable black-and-white models without kinescope. Including RCA's tri-color tube he thought the price might be 25 to 50% more than comparable black-and-white models with kinescope.

Questioned as to Board Chairman David Sarnoff's estimate to newsmen that tri-color tube receivers might cost 20 to 25% more than comparable monochrome sets, Dr. Engstrom said that "I suspect he'll ask us to do it for that price" and that the RCA engineers will "try to do it."

He told questioners that even if FCC should fail to approve the RCA system he assumed RCA would manufacture any color tubes which others would want to use, because "we're in the business of making tubes." He said he didn't want to imply, however, that RCA assumes the CBS system alone will get FCC approval.

Telefile: WBEN-TV

(Continued from Telecasting 5)

F. Stein Brewery Inc. is one of Buffalo's largest bankholders. According to Robert C. Stein, advertising manager, the firm increased its beer and ale business 40% in 1949 over the preceding year. He attributed a "good percentage" of this increase to TV. The Stein TV message now centers about the slogan "7 million more bottles sold in 1949 than in 1948."

Two new local shows of recent appearance are *Charades*, a take-off on the old-parlor game with TV trimmings, and a fast-paced variety show called *Vaudville*. Both programs began in February.

Use Special Equipment

In back of WBEN-TV's telecasts are special equipments, elemental for a metropolitan-sized station. WBEN-TV is RCA equipped throughout except for improvisations made by the staff engineers themselves. The mobile unit is a standard RCA remote truck with a two-camera chain and a 7,000 mc microwave relay transmitter.

Recently installed is a master control room where network programs are routed to the transmitter without interference to studio operations. In addition to the two studio cameras, WBEN-TV utilizes a complex but successful six-way set-up. Two 2" x 2" slide projectors, two movie projectors, a Baloptican, and a Kaleidoscope are utilized.

Buffalo has cut a deep impression on the national TV picture. Statements like this one from T. J. Atcheson Glass Co., Buffalo (to Ellis Adv. Co., same city) tell the story:

"We want you to know how very well pleased we are with the TV contract you took care of for us with WBEN-TV. We have been getting very nice results on same and have had more comments from this TV program from customers than we have ever had from any other advertising. . . . We earnestly recommend television to anyone desirous of a new medium that in our opinion has brought more business per dollar cost of advertising than we ever expected."

Mul-Tel System

NEW low-cost multiple TV distribution system, designed for locations where many receivers are in use, was unveiled last Thursday by the Brach Mfg. Corp. of Newark, N. J. (Div. of General Bronze Corp.), antenna manufacturers. The Mul-Tel system will operate from any antenna. Spot tests in Newark and surrounding areas indicate that the system will serve to increase sale of sets, the company said.

FOR TV STATIONS:

The GRAY TELOP

Television Optical Projector **ENABLES EASY, LOW COST TV COMMERCIALS**

Now used by networks and independent stations

The problem of low budget yet modern and visually interesting TV Commercials production is solved by the new Gray Research TELOP. Versatile, 'cinematic' effects are obtained from inexpensively prepared materials or small objects.

1. TELOP TELEVISES MANY THINGS

There are four optical openings for opaque cards, photographs, art work, glass slides, transparencies, strip material (on rolls), *and small objects.*

2. DUAL PROJECTION

Two slide holders, containing ten projection items, may be used in any two optical openings. Any two items may be televised simultaneously with *superimposition*, through *lap dissolve* or *fade-out*. The bottom station in the TELOP may be opened for televising small objects.

3. STAGES =2 and =3

These two variable speed units may be attached to any station, one for vertical roll strip, the other for horizontal televising of teletype news strip. The horizontal unit may be used anywhere between top and bottom of the mosaic.

4. NO KEYSTONING

The single projection lens eliminates keystoning of the projected mosaics.

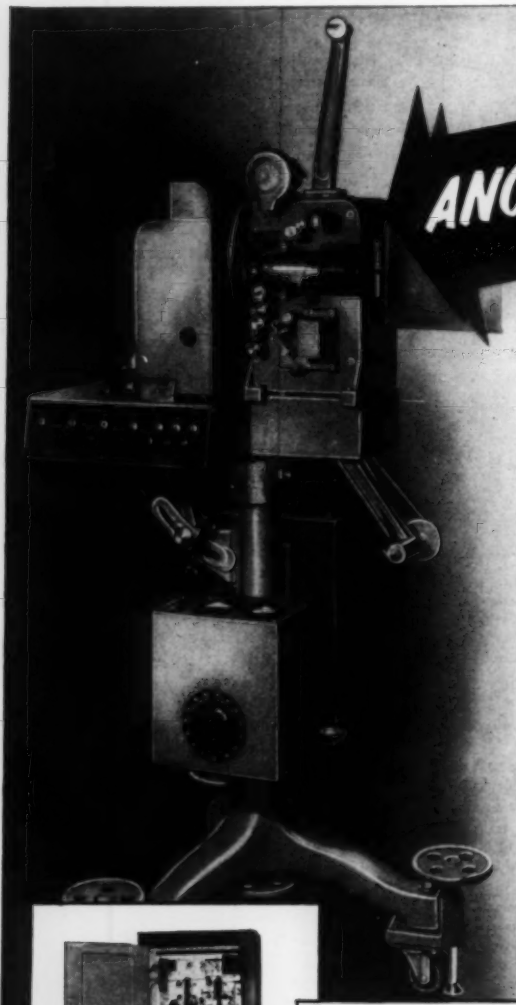
5. RUGGED EQUIPMENT

The TELOP, weighing 600 lbs., has a cast iron base and rigid framework to withstand constant hard usage.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.

Division of The Gray Manufacturing Company • Originators of the Telephone Pay Station



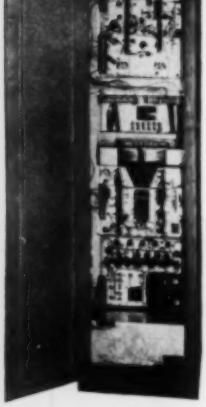
ANOTHER DUMONT FIRST!

The New Du Mont-Holmes SUPERSPEED Projector

- Sets new standards of performance, utility and economy for TV station operation. Provides a means of film pickup that approaches the contrast and clarity characteristic of studio productions.

- **DIRECT FILM PROJECTOR**
  Used with a Du Mont Special Image-Orthicon film pickup to give *studio clarity* to movies and teletranscriptions.

- **BACKGROUND PROJECTOR**
  Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.



FLYING SPOT SCANNER

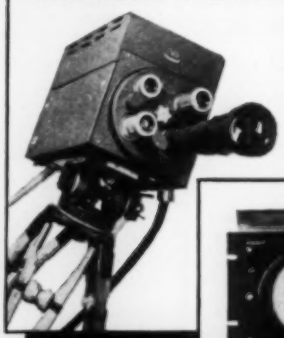
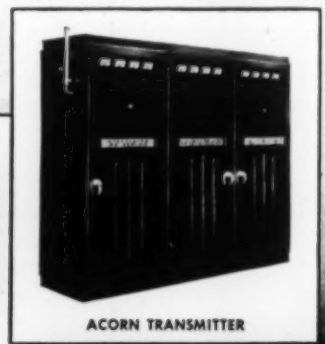


IMAGE ORTHICON PICKUP HEAD

For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

© ALLEN B. DU MONT LABORATORIES, INC.

RF WAVEFORM MONITOR

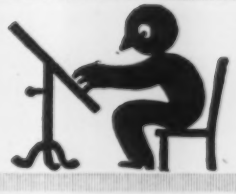


ACORN TRANSMITTER

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Promotion



CONTEST, in conjunction with return of Elizabeth McGee, "Maid of Cotton," to Spartanburg, S. C., currently being conducted by WORD that city. Bale of cotton will be given listener who can name largest number of articles made from cotton or its by-products. Cotton in bale was grown in Spartanburg County and will be auctioned in front of WORD studios when contest closes. Proceeds will go to winner of contest. Bale is on exhibition in front of studios with large sign urging passersby to listen to WORD and WDZY (FM) for details.

Jigsaw Map

BLUE, yellow and white map is made out of pieces of jigsaw puzzle sent to trade by WTAR-TV Norfolk, Va. Map is illustrated, showing points of interest, chief industries, sports, etc., of station's coverage area. Card accompanying puzzle map tells market facts concerning new station, which took the air April 2. After detailing population, retail sales and so forth, card remarks, "Put these essential pieces together and you have a pretty TV sales picture—a picture of the market on the jigsaw map enclosed."

Scavenger Hunt

REVIVAL of scavenger hunts currently taking place on WAAM (TV) Baltimore via Nick Campofreda afternoon shows. On first day Mr. Campofreda asked for 1921 silver dollar, 1940 Maryland license plate, front page of any newspaper over one year old, and (for his sponsor, Gunther Brewing Co. of Baltimore) original Gunther beer label on old bottle. Starting time for submitting items was given as 9 a.m. following morning. At 6:15 a.m., lines began forming in front of studios. Prizes given to first persons arriving with rare items included watches, radios, TV sets, shoes and all arrivals received cases of sponsor's beer.

Pointing Finger

NEW method of calling its clients' attention to "proof" copy of their radio announcement being utilized by KFRO Longview, Tex. Paper hand, outlined in red, with index finger pointing, is pasted on copy sent to advertisers. Finger points to announcement, and written on hand is message, "Get more sales! Please put this on your bulletin board so all of your sales staff may know radio station KFRO-1370 Longview, Texas."

Follow-Through on Cut

WFIL-AM-FM-TV Philadelphia is following up its AM nighttime rate cut (BROADCASTING, March 27, April 3) with promotional vigor. Station is sending to trade letter summing up new policy along with new rate card and reprint of trade ad which claims WFIL has made marked gain according to BMB 1949 survey.

Gorilla Hero

BUSHMAN, top-billed gorilla at Chicago's Lincoln Park Zoo, named "news broadcaster most unlikely to be affected by any suggestions from a sponsor" by Chicago News Broadcasters Assn. During gorilla's 22d birthday celebration at luncheon in zoo's monkey house, President Charles Sebastian, news editor at WFJL (FM) Chicago, made presentation to Zoo Director Marlin Perkins. Mr. Perkins and Bushman are stars of *Zoo Parade*, telecast Sunday on WNBQ (TV) Chicago. Local radio newsmen were among the 100-plus guests who munched Bushman's three-foot cake.

Promotional Effort

NAB CONVENTION issue, detailing works contained in its transcribed library, published by SESAC as its regular monthly service bulletin. Issue features house ad calling attention to SESAC's service headquarters at Stevens Hotel, Chicago, with this copy: "Follow the leaders to rm. 530A, where you'll find a complete transcribed program service. . . . We have the source of revenue. You have the sponsors—let's get hitched." Also included in bulletin are news of SESAC affiliates, comment on importance of music in television, contents of firm's library and use of SESAC service by educational and religious broadcasters, as well as favorable subscriber reactions.

Card Mailing

MORE THAN 6,000 postcards sent to grocers and druggists by WNAX Yankton, S. D., on behalf of Griffin shoe polishes. Card shows WNAX mike and sponsor's products and announces, "New radio campaign for Griffin. . . . It's your time to shine with Griffin."

Key Ring for Anniversary

TO MARK five years of its *Make Believe Ballroom* program, CKEY Toronto, sent flashlight and key ring with CKEY key to advertising agency executives and advertisers, along with typed data sheet in form of key on surveys on program.

Advertising Facts

LETTER sent to advertisers and public by WFOB (FM) Fostoria, Ohio, extolls advantages of radio coverage and newspaper circulation as supplementary to one another in delivering sales messages from businesses to consumers. Proving that two media are complimentary is list of stations with newspaper affiliations in Ohio. Local merchants are advised to use both media and advantages gained are cited. WFOB's wire services, programming and other selling points are given, followed by list of current sponsors. Public is urged to get FM receivers as soon as possible. Card enclosed with letter concerns market data.

Numbers for Promotion

LISTS and numbers play important role in latest promotion piece from KSD-TV St. Louis. Large white sheet, reprint of full page ad in *St. Louis Post Dispatch* has "100,000" across top, with text on left side of page explaining that more than 100,000 families in station's area are enjoying "top-rated programs of all four television networks . . . shows and stars such as. . . ." Following is long list of programs carried by KSD-TV. Days and hours of telecasting are given and readers are urged to "See your television dealer today!"

Selling to Bilinguals

FRENCH RADIO Assoc. Ltd., Montreal, group of six Quebec stations (CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel, and CHEF Granby) issues brochure showing how French-speaking Quebec can be used as advertising medium. Brochure is replete with maps, English text and cartoons to illustrate points on bilingualism of this segment of Canada's population, which uses English for business only.

Personnel

C. W. DOEBLER, formerly of sales promotion staffs at KWKH and KTBS Shreveport, La., KMOX St. Louis and partner in agency, Ford & Doebler, Shreveport, returns to KMOX as sales promotion manager. He was with KMOX originally in 1945, leaving the next year to join F & D.

Mr. Doebler

ETHEL GILCHRIST, former manager of sales promotion and advertising of NBC's KNBC San Francisco, joins NBC-TV advertising and promotion department as writer.

ELEANOR R. MORRISON joins WCOP Boston as publicity director.

STANLEY R. RADOMINSKI, recent Southern Methodist U. graduate in journalism, joins publicity staff of WFAA Dallas.

HAROLD M. PARTELOW, formerly with *Palo Alto Times*, joins KNBC San Francisco as advertising and promotion assistant manager.

AM WSYR 570 kc.
FM WSYR 94.5 mg.
TV WSYR Channel 5

WSYR

the Only COMPLETE Broadcast Institution in Central New York

WSYR SYRACUSE AM • FM • TV

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

UP UP UP UP UP UP UP UP UP UP

goes your

TOWER

if

ERECTED

by

Schumaker Construction Company

EAST MICHIGAN STREET
MICHIGAN CITY, IND.

Phone 5700

Mr. Richard Bellamy
Benton and Bowles
New York City
Dear Dick:

Here in WCHS terrytory bizness is good an' hit's gonna git a plumb sight better! Fr'instance, you never seen sech a buildin' boom in yer whole life! Why Dick, did you know thet fer th' first two munts uv 1950 Charleston, W'est Virginny, r a n k e d FOURTH in th' whole Fifth Federal Reserve District in th' amount uv buildin' permits issued? Jest think uv it! FOURTH in a area which includes lots uv real big cities! Yessir, th' report I seen on th' boss's desk showed thet a whole heap uv cities more'n three times th' size uv this'un didn't have half as much buildin' bizness, an' y'know, Dick, thet's a purty durned good sign thet things is all right down this way! I b'lieve it ud be a real smart thin' fer folks interested in advertisin' ter give this WCHS area th' once over! This here's one uv th' best markets in th' country, an' hit's gonna git better! Jest tho't I'd tip yuh off! Five an' a half million dollars worth uv buildin' in two munts ain't hay!

Yrs.
Algy

W C H S
Charleston, W. Va.

Allied Arts

JACK WEIR LEWIS appointed acting director of Rocky Mountain Radio Council, Denver, succeeding **CLARENCE C. MOORE,** who continues on executive board as treasurer. Mr. Lewis formerly was production director and associate director for council.

WBAL Baltimore announces, via colorful promotion booklet, its complete modern recording service. Booklet describes facilities, talent, writing services and prices for recordings charged by station.

QUARTER-HOUR package, *Hollywood and Vine,* featuring **EDWIN MARTIN,** former film columnist, in commentary on human interest side of movie colony, recorded by **Raymond R. Morgan Co.,** Hollywood. **RAY MORGAN Jr.** is producer and director of show.

HARRY S. GOODMAN Prods. announces sale of more than 200 half-hour mystery and musical programs to WFIL Philadelphia.

NEW talent service, **TELE-TEST EXCHANGE Inc.,** has headquarters at 35 West 53d St. Firm records all registrants on 16mm film and then divides them into five categories: leading women and ingenues, etc. Service is designed to cater to performers, casting directors and others interested in television. Officers **TOM ELWELL,** president; **BILL COSTIN,** vice president and treasurer, and **EVERETT BIRCH,** secretary.

CBS and **N. W. AYER & Son** sign for full **Videodex Report,** issued by Jay & Graham Research, Chicago. Contracts cover individual monthly reports for 17 cities and network summary.

STORECAST Corp. of America, New York, services additional 50 national food stores in Chicago area with its in-store programs. Extended service brings to 150 total number of chain food stores in that area carrying system.

GEORGE A. HORMEL & Co., Austin, Minn., sponsor of *Music With the Hormel Girls* on ABC, signs two-year agreement for national Nielsen Radio Index complete service.

JAMES V. BOYLE, formerly with Yankee Network, joins Peter Jay Rotondo Construction Co. (television scenery), New York, as sales and promotion manager.

HOWARD P. HUDSON, radio information specialist of National Planning Assn., Washington, elected publicity chairman and member of the board of directors of National Capital Forge, American Public Relations Assn.

STEPHEN DIMARCO, formerly with Lane Bryant, New York department store chain, appointed account executive for DiMarco-von Lowenfeldt Assoc., San Francisco public relations firm.

ALVIN FREEMOUNT, media broker representative, opens office to provide confidential service for buyers and sellers of radio stations and newspapers. Firm is located at 4750 York Rd., Philadelphia.

BOB SCHULTZ, formerly with MCA Agency and W. B. Doner, Detroit, named director of television for Herman Fialkoff Theatrical Agency. He is currently packaging new type fashion show for TV.

COFFIN, COOPER & CLAY Inc., Hollywood, announces addition of 16 new subscribers to its Tele-Que monthly television audience analysis and rating service. Included ... BBDO, Los Angeles; Abbott Kim... Co. of California; Taggart & You... Adv.; Lockwood-Shackelford Ad... A. L. Paul Co.; Charles Stahl C... California Adv. Co.; Lisle Shel... Adv.; Ted H. Factor Co.; Roche-E... hoff & Assoc.; Coleman-Jones Ad... Ross Sawyer Adv.; Albert Lang p... ductions; Benrus Watch Co., Stok... Ebert Television Enterprises and L... Angeles Board of Education.

Equipment

DAVID LEO HOWARD, assistant g... eral manager of Canadian Pacific Co... munications, ... pointed presid... and general ma... ager of new Ca... dian governme... company, Canad... Overseas Telec... munication Co... New corporati... takes over comm... nication assets ... Canadian Marc... Co. and Cable ... Wireless Ltd. Boa... of new corporati...

Mr. Howard

includes **Lt. Col. Henri Gagn...** Quebec; **R. M. Brophy,** Toronto, fo... merly with NBC and president ... Rogers-Majestic Corp., Toronto; **J. ... Hamilton,** Vancouver; and **Command... C. P. Edwards,** deputy minister, De... of Transport, Ottawa.

CORNELIUS D. CROWLEY Jr., fo... mer associate attorney with Harp... & Matthews, joins legal staff of RC... Communications Inc., New York.

JAMES N. DAVIS, formerly seni... research engineer for Physics Labs ... Sylvania Electric Products Inc., Bay... side, N. Y., appointed technical re... resentative for company at Washin... ton, D. C. He has been with compan... since 1946 and prior to that was rad... official in Naval Research Lab. B... fore that he was engaged in industri... personnel work for Illinois Tool Work...

LYNN C. HOLMES, senior electric... engineer in Stromberg-Carlson r... search laboratory since 1943, nam... associate director of research for firm...

M. CHARLES BANCA appointed ma... ager of newly-created industrial tel... vision products group of RCA Eng... neering Products Dept. He was pre... ously manager of scientific instrume... group of same department.

HENRY D. SARKIS appointed sal... representative by Clarostat Mfg. C... Dover, N.H. He will cover industri... accounts in Chicago and Milwauk... areas. Mr. Sarkis was formerly wi... RCA and Crosley.

HORN TOOTER . . .

DULUTH, MINN.—"So I'm not modest. But it's fun blowing your own horn when you've really got something to blow about," insists Otto Mattick. "And, Man alive!—has KDAL got something! We've got the Duluth-Superior Market—America's 51st in Retail Food Sales—right in the palms of our hands." Otto's right, too. For KDAL's Hoopers prove their audience dominance in this important food market. What a job KDAL does for food advertisers! How about doing a job for you?

Your food advertising dollar brings you more sales in the KDAL Market. Ask Avery-Knodel for success stories. Then for availabilities for your next campaign.

Only a combination of stations can cover Georgia's first three markets

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by **THE KATZ AGENCY, INC.**

Sure he wants to walk...
AND YOU CAN HELP!

Can you think of a finer way to celebrate Easter? You can help some youngster throw away his crutches and get a fresh start. You can help give some handicapped child the proper medical care and special training he needs to grow up to be a useful, happy citizen.

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- In Colorado and Arkansas — **LEONARD COE**
- In Georgia — **TOM CARR**
- In Florida — **JONAS WEILAND**
- In the Central Atlantic states — **SCOTT RUSSELL**

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

RIVERS CASE

Council Restates Complaint

RADIO STATIONS of Savannah, Ga. have told FCC that their protest against a Savannah grant to E. D. Rivers Jr. [BROADCASTING, March 13], was not directed against his desire to serve Negro listeners, but against his policy on religious programs and "his failure to live up to other commitments" to the Commission.

The restatement of their complaint against Mr. Rivers, based on his operation of WEAS Decatur, Ga., was contained in an answer to Mr. Rivers' contention that they were protesting because they wanted to keep down competition, and that they want "no part" of a radio service for Negroes in Savannah [BROADCASTING, March 27].

The existing stations, filing in the name of the Savannah Radio Council, contended WEAS had not carried out commitments made to FCC with respect to certain programs. On the basis of Mr. Rivers' proposal to build "the same type of public service" in Savannah, they assumed that he intends to:

(a) Permit solicitation of funds on religious programs; (b) sell all or practically all of his religious time; (c) devote at least 25% of the broadcast day to religious programs; (d) broadcast no educational, children, or discussion programs on a regularly scheduled basis, and (e) otherwise conform to the pattern of broadcasting that he has established in the operation of station WEAS.

Submits Amendment

The Council also submitted an amendment of its by-laws which provides specifically that "nothing in these by-laws shall be construed to relieve the individual licensee members of their individual responsibilities and obligations under the Communications Act." Mr. Rivers in his answer dated March 20 had claimed the original by-laws raised questions as to "whether there has been an unlawful delegation" of licensee responsibility to the Council.

The Council is composed of WCCP WDAR WFRP WSAV and WTOC. They are seeking to have Mr. Rivers' Savannah grant (900 kc, 1 kw, daytime only) vacated and his application set for hearing. Their petition and reply to Mr. Rivers' answer were filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks.

News

HERB CARNEAL, sportscaster for WSYR Syracuse, N. Y., resigns to become sports director of WHYN Springfield, Mass. He formerly was with WMBG Richmond, Va.

RALPH GIFFEN, former staff director in charge of baseball coverage for WBZ-TV Boston, named to sports production staff of WOR-TV New York. He will direct camera coverage of Brooklyn Dodgers home baseball games. Previously he had been with WBZ and WORL Boston as sports producer and writer.

DON SMITH, formerly with WBNS Columbus, Ohio, joins news staff of WKBN Youngstown, Ohio, as reporter

VIVIAN McCOLLUM, recent graduate of Salene-Johnston, advertising college, San Francisco, joins news staff of KGO same city.

HAL CESSNA, farm editor and announcer at WGFG Kalamazoo, Mich., is the father of a boy, Mark Steven.

TOM LESURE, member of news staff at WCOP Boston, is the father of a girl, Linda.

WBRK Pittsfield, Mass., will air *Forum for Living* safety quiz show, as part of contest sponsored by Casualty Insurance Co. of Massachusetts.

Technical

T. L. KIDD, formerly chief engineer of KVRH Salida, Col., appointed chief engineer of KFH AM-FM Wichita, Kan.

PHILLIP B. LAESER, with The Journal Co., Milwaukee, owner and operator of WTMJ-AM-FM-TV that city and WSAU Wausau, Wis., since 1929, appointed manager of radio and television engineering. He was formerly chief television engineer for The Journal Co., and will now direct technical development and operation of firm's present and future radio-TV activities. **WIN CORDES** becomes chief engineer of TV facilities.

Mr. Laeser

W. A. DUFFIELD, formerly manager and chief engineer of former CKY Winnipeg, now CBW Winnipeg, moves to Montreal as supervising engineer at engineering headquarters of CBC. When former CKY was bought by CBC in 1948, Mr. Duffield became engineering assistant for prairie provinces of CBC Winnipeg regional headquarters.

ROSS H. BEVILLE, technical director of WWDC-AM-FM Washington, elected mayor of Takoma Park, Md. He has been member of Washington suburb's City Council since 1948.

Mr. Beville

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new television synchronizing generator (type PG-2-B) which offers new improvements in accuracy, reliability and ease of operation. Mounted on two chassis, generator weighs 23 pounds and is built for both portable and studio applications.

ARCHIE SICHELS, engineering supervisor at WIBG Philadelphia, is the father of a girl, Jane Louise.

HENRY DABROWSKI, chief engineer of WATV (TV) Newark, N. J., is the father of a boy.

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Programs

WNEW New York, beginning yesterday (April 9), 5-5:15 p.m., and continuing on succeeding Sundays, airs new radio series titled *Speak for Peace*, featuring prominent personages speaking on international peace. First broadcast of series featured Carlos P. Romulo and next Sunday Mrs. Franklin D. Roosevelt will be guest speaker. Series will run for 52 weeks and is being transcribed by Lang-Worth Feature Programs Inc. for distribution to more than 600 stations in the U. S. and Canada. Transcriptions will be available at cost to any station requesting them.

Home Builders Interviewed

PROMINENT Philadelphia builders appear each Friday on Raymond Rosen & Co.'s *Weatherman* show over WFIL-TV that city. Builders are interviewed by Leon Raider, manager of builders' division of sponsor's company. Features of homes currently being built by contractors are discussed with pictures of installations being flashed on screen for demonstration purposes. Series plans to cover most city and suburban developments to give prospective buyers overall picture of home situation in Philadelphia.

Radio Covers Paper

ABC's West Coast feature program, *Special Event*, did on-the-scene report of production of newspaper. Special event crew from KGO San Francisco went into city room of *San Francisco Examiner* and followed story from reporter's copy through editing, typesetting and into printed paper. Brief interviews were conducted with writers, editors and printers as copy moved through various stages.

Three Attractions Telecast

THREE top attractions surrounding opening of new arena in Milwaukee will be telecast by WTMJ-TV that city this week. *Schlitz Salute to Milwaukee*, sponsored by Schlitz Brewing Co., will be aired at 9 p.m. today (April 10). April 12 simulcast of *High Life Revue*, sponsored by Miller Brewing Co., will be carried by station, plus extra half-hour of talent show on TV only. April 14 *Life of Riley* radio show will be telecast from new arena, sponsored by Pabst Brewing Co.

Death Valley Tour

ANNUAL Death Valley tour, staged by science department of College of the Pacific, Stockton, Calif., covered by KCVN (FM), educational station located on campus. Heading tour is John C. Crabbe, director of station, and Jim Dolly, chief engineer. Broadcasting is done from rebuilt surplus army truck which relays material to KCVN. Distance to station is 200 air miles. On-the-spot interviews, campfire programs, descriptive color of places visited and general news of caravan itself are included in programming, which is tape recorded for rebroadcast in event certain portions do not come through due to atmospheric conditions.

Fighting Pessimism

PANEL discussion, built around telecast of *Encyclopedia Britannica* film, *Where Will You Hide?*, in order to counteract pessimism which facts of film might arouse, was presented over KING-TV Seattle following showing of film late last month. Participants in panel were Dr. David Bradley, author of *No Place To Hide* and member of medical group at Bikini; Rt. Rev. Stephen F. Bayne Jr., Bishop of Episcopal Diocese of Olympia, Wash., and Dr. Loren Donaldson of U. of Washington department of fisheries, who was also at Bikini. Similar presentations of controversial material are planned by KING-TV.

Elephants for Background

AMONG prominent personalities highlighted on *Pick-A-Pocket* show over WIBC Indianapolis were high officials of Shriners organization and three elephants which were being used to publicize Shrine Circus. Jim Shelton, m.c. of show, aired program from downtown street where eight motorcycle policemen were needed to control estimated crowd of 1,500.

Sabbath Service Telecast

REGULAR Saturday Sabbath service telecast from Jewish temple by WPTZ (TV) Philadelphia fortnight ago as part of station's coverage of religious services from churches of all denominations. Rabbi Lasker of Congregation Temple Judea conducted services and addressed television audience, explaining significance and background of ceremonials.

Pharmacists Explain

SHOW intended to familiarize lay public with services rendered by pharmacists aired by KMA Shenandoah, Iowa. Further series, *Your Druggist and You*, slated to start on station April 20, 8:30 p.m., was initiated by Walter D. Myers, president of Iowa Pharmaceutical Assn., and Leonard Powers, president of Nebraska Pharmaceutical Assn., on special show over KMA. Pharmacists were interviewed in prescription departments of their respective stores, and explained how pharmacists are trained, standards are set up for public protection and how cooperation between doctors and druggists is used to bring greater public service. Future shows will feature representatives from drug manufacturing concerns in area explaining quality control of drugs.

WMBG Programming

PREDICTIONS of games to come are offered sports-minded listeners of WMBG Richmond, Va. Allan Phaup, sports reporter for station, visited all Virginia college campuses and recorded interviews with football coaches as they worked at spring training drills. Interviews are incorporated into nightly sports programs, giving football fans preview of coming season's events.

TV Education

SCHOOL systems, Encyclopedia Britannica, TV manufacturers and distributors cooperate to bring *School of the Screen* series to Massachusetts schools via WBZ-TV Boston. Twelve-week series will feature 48 top educational films produced by *Encyclopedia Britannica* and will be run twice-weekly. Many schools will receive films over 16-inch TV screens given them by national manufacturers and distributors. Twenty-minute shows are being used as test of TV educational impact.

Picture Results in Program

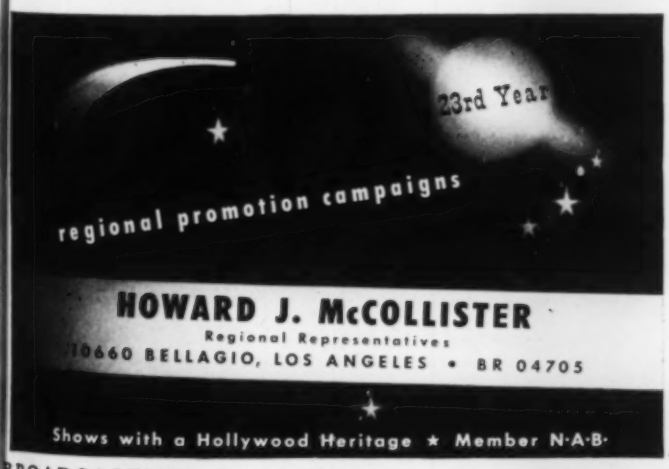
MEMBERS of fourth grade at George W. Brown School at Newburyport, Mass., have been play-acting at radio broadcasting as part of their studies. Picture of them utilizing tin can on stick as microphone recently appeared in *Boston Post*. After seeing picture, management of WLAW Lawrence, Mass., offered its facilities to group for one show. Mobile unit of station went to Newburyport to pick up broadcast.

Golf Coverage

THOROUGH coverage of Greater Greensboro open golf tournament given its listeners by WEEB Southern Pines, N. C. Jack S. Younts, station's president, and mobile unit were on the spot broadcasting from jeep with two handie talkies. Tournament included many top names in golf and was heard on state-wide hookup through WEEB.

Serviceable Show

QUARTER-hour public service program, *You and Your Lawyer*, designed to better acquaint public with its rights and duties under the law, instituted by KDYL Salt Lake City. Show is aired Friday 6 p.m. in cooperation with Utah State Bar Assn. and U. of Utah law school. Prominent members of Utah bar and faculty members of law school discuss such legal questions as property rights of married women, debtor's rights and legal responsibility of parents. Legal ramifications are discussed in language easily comprehended by lay mind. Show has been incorporated by Utah State Bar Assn. into its public relations program.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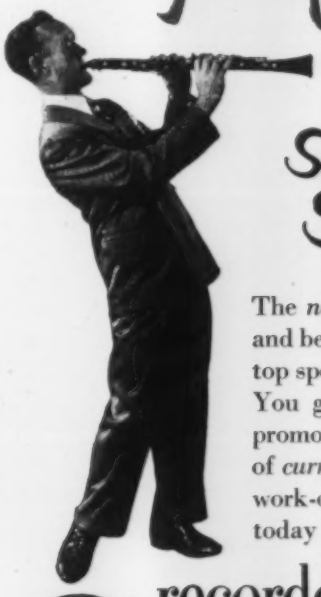

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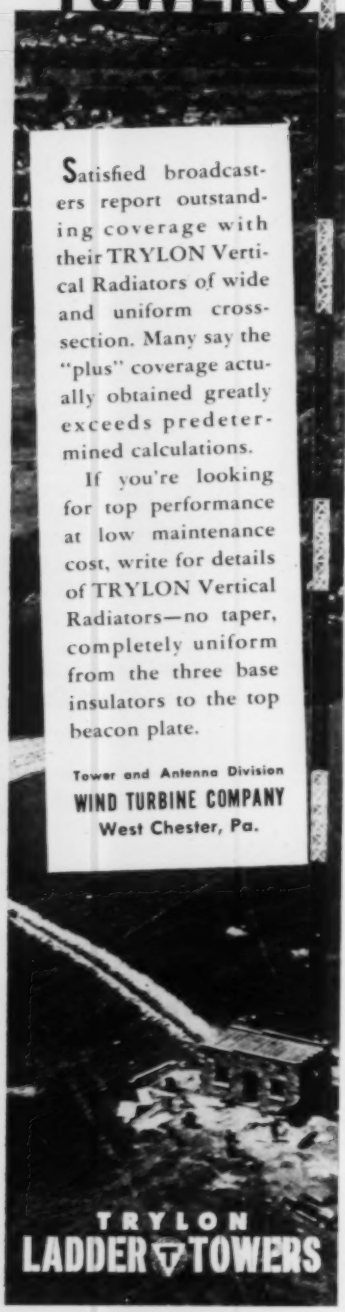

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ACTIONS OF THE FCC

MARCH 31 to APRIL 7

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 3 Decisions . . .

ACTION ON MOTIONS

WJIG Tullahoma, Tenn. — Further amended Commission's hearing order on Jan. 4 as amended by subsequent order March 6 to delete issues 1, 3, and 7. By Commission en banc.

By Comr. George E. Sterling

KECC Pittsburg, Calif.—Granted intervention in hearing upon application of Stanislaus County Bcstrs. Inc., Modesto, Calif.

WNAE Warren, Pa.—Granted dismissal without prejudice of application to change power to 1 kw-D, 100 w-N.

Coston-Tompkins Bcstg. Co. and David W. Jeffries, Ironton, Ohio—Dismissed as moot petition of Coston-Tompkins filed March 24 for continuance of hearing re application and that of David W. Jeffries, Ironton, Ohio.

WCBI Columbus, Miss.—Granted dismissal without prejudice of application to change to 580 kc, 1 kw unl. DA.

FCC General Counsel—Granted extension of time to May 1 to file proposed findings of fact in proceeding upon aplications of WCMB Lemoyne, Pa. and WHEB Harrisburg, Pa.

KCNY San Marcos, Tex.—Granted dismissal without prejudice of application to increase power to 250 w-D, 100 w-N.

WBRK Pittsfield, Mass.—Granted dismissal without prejudice of application to change to 610 kc, 1 kw unl. DA.

WIKY Evansville, Ind. — Granted leave to amend application so to make revisions in directional array; removed from hearing.

FCC General Counsel—Granted extension to May 1 in which to file exceptions to initial decision issued in proceeding upon application of KIOA Des Moines, Ia.

Hamtramck Radio Corp. and Atlas Bcstg. Co., Hamtramck, Mich.—Granted petition of Hamtramck Radio Corp. requesting extension to April 14 to file proposed findings of fact and conclusions of law in proceeding upon application and that of Atlas Bcstg. Co. Hamtramck, Mich.

KRIO McAllen, Tex.—Granted leave to intervene in hearing upon applications of WLCS Baton Rouge, La. and KJAN Bcstg. Co., Baton Rouge.

New Rochelle Bcstg. Serv. Inc., New Rochelle, N. Y.—Granted leave to amend application so as to include an engineering affidavit showing other services to areas of interference.

Public Service Bcstg. Co., Schenectady, N. Y.—Granted dismissal with prejudice of application on 1240 kc, 250 w unl.

FCC General Counsel—Granted extension to April 27, to file exceptions to the initial decision issued in proceeding upon application of KIO Idaho Falls, Ida.

Midland Bcstg. Co., St. Joseph, Mo.—Granted dismissal without prejudice of application for TV construction permit.

By Examiner Fanney N. Litvin

KOJM and KAVR Havre, Mont.—Granted petition as amended of KOJM for leave to take depositions of Mayor Harry Soderberg, et al, starting 10 a.m. on April 12 and 13 Havre, Mont. in proceeding re application and that of KAVR.

KAVR and KOJM Havre, Mont.—Granted petition of KAVR for leave to take depositions of 29 witnesses in Havre, Mont. on April 13, following taking of depositions heretofore authorized to be taken by KOJM, and to continue thereafter until completed.

WXKW Albany, N. Y.—Granted leave to amend application for mod. CP so as to correct proposed parameters for WXKW DA shown therein; insofar as oppositions of WHDH Boston, Mass. and KOA Denver, request termination of authority granted WXKW to conduct program tests, or reduction in night-time operating power of WXKW to 1 kw, such requests are dismissed, without prejudice to right of parties to renew requests in proper petitions addressed to Commission en banc.

By Examiner J. D. Cunningham

FCC General Counsel—Granted extension to May 1 within which all parties shall file proposed findings in proceeding re applications of Delta Bcstg. Inc., Thibodaux, La. and KCIL Houma, La.

Gateway Bcstg. Co. Texarkana, Ark.—Granted leave to amend application with respect to (a) estimated cost of operation, expected revenues, and financing of proposed construction, (b) program statistics; and (c) plans for staffing proposed station; application as amended, retained on hearing docket and hearing will be conducted as presently scheduled, on March 28. (Action March 28).

WSNY (Winslow P. Leighton, et al, transferees, and Western Gateway Bcstg. Corp.) Schenectady N. Y. — Granted extension of time to April 14 within which to file proposed findings.

By Examiner Leo Resnick

WINS New York, N. Y.—Granted leave to amend application to change estimated date for completion to 6-26-50.

April 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WBCO Bessemer, Ala.—License for CP new AM station.

AM—780 kc—790 kc

KSPI Stillwater, Okla.—CP AM station to change from daytime to unl. using facilities 780 kc 250 w D and 790 kc 500 w N.

AM—620 kc

WWNR Beckley, W. Va.—CP AM station to change from 1450 kc 2[5] w unl. to 620 kc 1 kw DA-N AMENDED to request 1 kw-D 500 w-N DA-N.

AM—1230 kc

Lakeland Bcstg. Corp., Wausau, Wis.—CP new AM station on 1230 kc 2[5] w unl. AMENDED to make changes in officers, directors and stockholders.

Modification of CP

WJBA Sparta, Wis.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WKCT Bowling Green; WCE[M] Mt. Pleasant, Mich.

Request for license renewal FM station: WBET-FM Brockton, Mass. WUSJ-FM Lockport, N. Y.

Modification of CP

WHAS-TV Louisville, Ky.—Mod. C[P] new commercial TV station for extension of completion date.

(Continued on page 87)

LOBBY PROBE

Communications Not Include[d]

THE COMMUNICATIONS indu[s]tries do not fit into present pla[n] of the House committee explorin[g] lobby activities, it has been learne[d] Rep. Frank Buchanan (D-Pa.) chairman of the committee, sa[id] that the current schedule callin[g] for consideration of the role gover[n]ment agencies play in influencin[g] legislation does not include a[ny] case studies relating to the com[-] munications field.

Fortnight ago the committe[e] heard various educators give a[n] academic review of the role o[f] lobbying in representative sel[f] government. Next phase in th[e] group's study is a more detaile[d] probe of lobbying as it actuall[y] affects certain fields of govern[-] mental activity.

Rep. Buchanan said the thir[d] phase of the investigation is con[-] sideration of groups which shou[ld] be included under the lobby law o[r] ruled exempt. The Congressma[n] expects to recommend that radi[o] be exempted from the Lobby Re[g]istration Act and plans to ca[ll] Judge Justin Miller, NAB presi[-] dent, to testify on the industry's be[-] half. [BROADCASTING, March 20]

Canada Drafts Report

THE ROYAL COMMISSION o[n] Arts, Science and Letters, whic[h] has been conducting hearings o[n] Canadian broadcasting and televi[-] sion throughout Canada, will hav[e] its report ready early this autumn Prime Minister Louis St. Laurent has announced in Parliament a[t] Ottawa. The Royal Commission which will complete its hearings at an early date, has made substan[-] tial progress in drafting its report. The report is expected to establis[h] Canadian government policy o[n] broadcasting and television for at least the next 25 years.

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Summaries of Papers

(Continued from page 26)

tively large studios are needed for comfortable and efficient production work. This need is not confined to the large network stations alone, but is apparent in the operation of a smaller station. In general, it will be shown that existing AM stations will find their audio studios inadequate, both in size and associated facilities, for TV. One solution to this problem is to rent a theatre or unused fraternal assembly hall of suitable barnlike dimensions. However, these rentals will have to be equipped and possibly extensive modifications will have to be made to the stages or existing platforms therein. Various codes pertaining to places of public assembly may have to be considered. Technical and building facilities will be described for this type of semi-permanent studio so that those who are at present casting about for new and larger space, or those who may be coming into the TV business, may gain an idea of the magnitude of the job.

Graphical Design of Grid Modulated Power Amplifiers For Television—John Lorber, Raytheon Mfg. Co.

To simplify the design of grid modulated radio frequency power amplifiers for TV transmitters, graphical methods have been devised, using the constant current characteristics of the tubes. Starting with the assigned power and the bandwidth required, the use of these methods permits a rapid and complete analysis. The degree of linearity and harmonic distortion can be determined. All other required operating data, such as R. F. drive, D. C. insertion, and grid driving power, are easily obtained from the curves.

Mr. Lorber

Mr. Bradburd

Five KW Air-Cooled Television Transmitters for VHF—E. Bradburd, Federal Tele. Labs.

This paper discusses a completely air-cooled 5 kw VHF TV transmitter which more than meets the FCC specifications as to power output, lower sideband attenuation and full modulation bandwidth. Emphasis is placed on the method of design for reliability, low cost of operation, and the low tube replacement cost. Mid-level modulation is employed which provides a simple and effective video system using only receiver type tubes. The modulated amplifier and signal amplifier use air-cooled tubes and are so designed that tube replacement does not require retuning of the transmitter. Also included is discussion of the monitoring and supervisory facilities included in the control console.

Television Economics—Robin D. Compton, WOIC (TV) Washington

This is undoubtedly the most important and unpopular subject before the broadcaster today. Since the engineering budget is normally a great portion of any station's budget, it becomes doubly important that the engineers be aware of all aspects of television economics. There are many contributing factors which will be discussed, including organization of the station staff, budgets, unions, network transmissions, and governmental controls.

Mr. Foulds

Dr. Gillette

16mm Telecasting Projectors—Blair Foulds, Dr. Frank N. Gillette, General Precision Lab.

The necessity for film in TV programming, coupled with the general acceptance of 16-mm film size, places a new emphasis on the quality of 16-mm projection equipment. Experience is now sufficient to demonstrate the inability of existing projectors to realize fully the capabilities of 16-mm film. A fundamental analysis of projection principles directed toward most effective utilization of 16-mm picture and sound shows that considerably better performance than is generally realized can be obtained from 16-mm film. The result is total new projection equipment which is consistent with the professional character of station operations.

Operation of Bell System Television Network Facilities—Charles E. Schooley, AT&T

About 8,700 miles of video and 8,400 miles of audio network channel of the Bell System are employed by the major broadcasters in transimtting TV programs to a total of 62 TV broadcasting stations about the northeastern portion of the U. S. Daily, stations are connected to and disconnected from network channels, and points of origin and direction of transmission changed, to suit the broadcasters' changing service requirements. To maintain all channels in proper operating condition and exercise the necessary supervision, special apparatus, methods, and arrangements are required and are discussed.

Mr. Schooley

Mr. Wolf

A Supergain Antenna for VHF Television—L. W. Wolf, RCA

The demand for multi-station installations and for higher values of E.R.P. has resulted in the design and manufacture of antennas having more gain than is feasible with the conventional superturnstile antenna. This paper discusses super-

another radio station helps Time Buyers buy

The KMLB Service-Ad* shown here highlights this station's market characteristics and coverage, its audience, and its programming features. That's information not covered in the regular KMLB SRDS listing . . . information Time Buyers like to have at their fingertips when they're weighing spot radio opportunities.

The Service-Ads* of many other stations, too, are matching the suggestion of the Radio Director who said: "When radio stations tell me something about themselves in their ads—something their SRDS listings don't tell—I welcome it, and use it."

Note to Broadcasters. The SPOT RADIO PROMOTION HANDBOOK translates the time *buying* experience of many agencies and advertisers into potent time *selling* and promotion ideas. Copies are available from us at $1.

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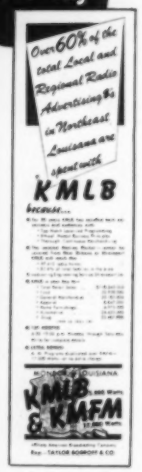
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One of many Service-Ads contributing useful facts for Time Buyers in the monthly SRDS Radio Section.

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gain antennas which have great electrical versatility, permitting directional patterns, and great mechanical versatility, permitting multiple antenna systems on the same tower. Power gain values of 20 or more are shown to be usable by controlling the tilt of the vertical beam. New diplexers for transmitting both the visual and aural signals from the same antenna are also discussed.

Mr. Staschover

Mr. Miller

Television Sound Diplexing in a Television Link—Leo Staschover, H. G. Miller, Federal Tele Labs.

This paper deals with subcarrier equipment designed to provide high fidelity sound and picture information over a single wide-band microwave relay link, and outlines circuit details in the submitter and subceiver units and cites test data on TV sound transmission over single and multiple relay hops. High fidelity sound frequencies are well within the accepted video band, thus complicating the simultaneous transmission of video and audio on a common carrier in relay applications. Systems have been suggested introducing the sound by modulation of AM and FM subcarriers or of the position and waveshape of the standard synchronizing pulses. An FM subcarrier system is shown to possess advantages of simple circuitry, protection against crosstalk from the picture into the sound channel, and requires no modification of a relay link designed primarily for high-quality video transmission. Equipment discussed employs an FM 5 mc subcarrier, whose center-frequency is stabilized by a feedback system. Primary design considerations are stable operation, simple alignment and ease of servicing.

Ten Watt FM for Education—Thane E. McConnell, Collins Radio Co.

The widespread use of radio for educational purposes by churches, schools and other non-profit organizations has been hampered by the large initial investment and operating overhead required in the past. A means of overcoming these difficulties is the low-cost 10 w FM unit, sufficiently complete to meet initial requirements, yet with flexibility to allow gradual expansion. Many factors considered in selecting the components of a 10 w FM system to provide these advantages will be discussed.

Engineering Aspects of Transit Radio—Charles Sheridan, Transit Radio Inc.

This paper presents a brief historical background of transit radio followed by discussion of a typical receiver. Design and operational points will be covered in sufficient detail to illustrate the problems involved. Information on station sites, transmitter equipment, programming, maintenance routine, personnel, and general installation data will be given. Future progress and anticipated technical improvements will terminate the discussion.

Mr. McConnell

Mr. Hilliard

A Miniature Condenser Microphone for Radio and Television—John K. Hilliard, Altec-Lansing Corp.

This paper describes a microphone system, the acoustic transducer consisting of a condenser unit having an overall diameter of 0.6". Factors governing the size of a microphone as related to its frequency response and the general design considerations are explained. The microphone is omnidirectional over a 360° spherical pattern, has high sensitivity, and is extremely rugged to shock. Special accessories relating to use in broadcasting, television and recording are discussed. A demonstration will show the various characteristics of the microphone.

Facsimile—Present and Future—John V. L. Hogan, Hogan Labs.

Facsimile broadcasting may be regarded as the fifth type of radio broadcasting to reach fulfillment. Facsimile provides a record communication service whose commercial development has been awaiting the FCC "green light." The current experimental status of FM Multiplex Facsimile broadcasting presents the "chicken and egg" problem with respect to the wide distribution of receiver units. These problems and the current activities directed toward the development of FM multiplexed facsimile broadcasting will be discussed.

Mr. Hogan

Mr. Findley

A New One kw AM Broadcast Transmitter—Lauren K. Findley, Collins Radio Co.

Over a period of approximately 14 years there has been no substantial change in the basic set-up in the 1 kw AM broadcast transmitter. The trend has been toward refining and complicating a basic standard design. This paper will discuss the accumulation of expensive new techniques and improved circuit components combined to give the broadcaster a simpler, less expensive 1 kw transmitter with no sacrifice in reliability of operation.

The Columbia Hot Stylus Recording Technique—W. S. Bachman, Columbia Records

Some of the factors which affect the quietness of cut and loss of high frequency response in disk recording are discussed. A technique of applying heat to the cutting stylus is described, which

(Continued on page 83)

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Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

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In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 676E, BROADCASTING.

Wanted—General manager existing 250 watt station midwest. Must have commercial background. Box 720E, BROADCASTING.

Field managers. If now calling on trade in Chicago, Toronto, Dallas, Seattle, Atlanta, Mexico City, Omaha, Kansas City, Louisville, and Cleveland areas; having attractive deal. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Wanted—Salesman for 1000 w daytime independent in southwest that gets and keeps its one-sixth share of audience in 6-station market of 240,000. If we hire you we pay $250 month for three months, or 15 percent, whichever greater. After that, commission is straight 15% and will not be lowered or raised. Want man who knows he can bill $3000 monthly and make $450 for himself, or more. Full details in first letter to Box 719E, BROADCASTING.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Announcer with first class license. $240 per month for right man. Send audition disc. Box 738E, BROADCASTING.

Combination announcer with first class operating license. Send audition disc and salary requirements. Box 761E, BROADCASTING.

Chief announcer, good at play-by-play sports, and MC. Knowledge of music and copyright essential. 5000 watt CBS affiliate northwestern college town of 30,000. Job requires 48 hours, wage $60.00 week. Write Box 764E, BROADCASTING.

Announcer, minimum two years experience. Intelligent, personable, diligent, congenial. Immediate permanent position with definite future. Send, do not call, full details; salary, references and photo. WHYN, Holyoke, Massachusetts.

Wanted—Good announcer with first class license. Salary in line with ability. Send disc and full details first letter. Lester L. Gould, WJNC, Jacksonville, North Carolina. Immediate opening.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

$7428 monthly personally written new local business in eight months. Made a station profitable as manager-sales manager. Details? Box 666E, BROADCASTING.

Situations Wanted (Con't)

Program manager: Now director metropolitan key station for network. Interested similar position with well established station, network or TV. Sober, family man. 32. 12 years topflight experience. Know radio A to Z. Box 732E, BROADCASTING.

Manager, commercial manager, twenty years experience covers all phases. Currently with metropolitan station but desire connection with one in medium market. Prefer to locate in midwest but will consider other locations. Box 749E, BROADCASTING.

Program manager: Now director metropolitan key station for network. Interested in similar position with well established station, network or TV. Sober, family man. 32. 12 years topflight experience. Know radio A to Z. Box 753E, BROADCASTING.

Successful manager, commercial manager. Strong on sales. Efficient management guaranteed. Twenty three years managerial and sales experience. Can do programming and continuity writing. Excellent references. Married. Forty three years old. Minimum $100 per week. Box 757E, BROADCASTING.

Manager—commercial manager, presently managing sales metropolitan radio station. Outstanding record in increasing sales under highly competitive conditions. Background includes effective merchandising of advertising at local and national level. Considerable activity in community and civic affairs. Box 771E, BROADCASTING.

Salesmen

Salesman. Experienced small station operation. Prefer Florida, southwest. First phone ticket. Box 711E, BROADCASTING.

Know-how in radio sales and production. Commercial manager, writer, producer of many successful programs, seeks progressive opportunity. BA, young, responsible background. Dependable. TV anywhere. AM eastern area. Box 724E, BROADCASTING.

Best qualification-results. Zip, dash, brains too! Use me? East. Box 756E, BROADCASTING.

Experienced salesman, presently employed, looking advanced position. Also announcing and writing experience. Box 773E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball — Highly qualified play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Combo man currently employed looking for advancement. Married. References. Box 644E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. Available soon, complete with best of references. Box 650E, BROADCASTING.

Topnotch sportscaster presently employed. Ready to specialize in sports. Personal interview if desired. Write Box 661E, BROADCASTING.

Situations Wanted (Con't)

Announcer, two years experience, 28, vet. Married. Presently employed. Specialty, disc jockey, news and special events. Expertly trained on local news gathering and editing. Also time salesman. Hard worker. Tops in personality. Prefer middlewest. Box 655E, BROADCASTING.

Announcer-salesman. Handle sports, news, sales. Experienced both announcing and sales. Young, aggressive, dependable. Give details. Prefer metropolitan or west. Consider others. Box 685E, BROADCASTING.

Lemon announcer looking for peachy station. Voice like wild goose. Two years lapsus linguae. 25. Single. Operator. Box 694E, BROADCASTING.

Chief announcer just married looking for steady job in a sports community. All staff announcing, heavy on sports, special events, news. Disc, photo, references available. Box 701E, BROADCASTING.

Announcer, two years sales, advertising and promotional work. Write commercial copy. Know board. Box 712E, BROADCASTING.

Announcer: 26, over 2 years experience all phases, disc shows, news, script, morning man, two years. Dependable, married, 18 months on present job. References. Box 713E, BROADCASTING.

Announcer-program director. College graduate desires position in AM or TV station. NBC instructed in all phases of radio. Excellent references. Box 714E, BROADCASTING.

Sportscaster. Four years experience. First rate baseball. Completely reliable all phases announcing. Excellent references. Box 722E, BROADCASTING.

Announcer. Single, young, strong play-by-play baseball. Class A eastern league experience. Also capable dj and staff work. Top references. Box 726E, BROADCASTING.

Starting out, Well trained, announce, write. News, dj, heavy on sports, 23, married, travel. Disc, photo. Box 731E, BROADCASTING.

Ten years major market announcing, newscasting and programming experience. Solid network and local radio background. Best references. TV directing and production. Box 733E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.

Newscaster, sportscaster. AB in Journalism. 1½ years experience. Authoritative voice. Age 28, married, one child. Sober, industrious. Prefer midwest station, but all replies answered promptly. Box 737E, BROADCASTING.

Would you like to have an announcer with twelve years music experience? Well trained, educated. Box 739E, BROADCASTING.

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E. BROADCASTING.

Announcer or program director, versatile. Six years experience. Present position stagnant. Good references. Age 27, veteran, single. Minimum $70-$75. Box 742E, BROADCASTING.

Stop, Look, Listen. Are you looking for a sincere hard working, young, veteran, as an announcer? Interested in permanent position. Will consider summer replacement. Box 743E, BROADCASTING.

Topflight announcer, 6 years experience, news, DJ, commercials, console, anything required of staff man. B.S. Degree. Box 745E, BROADCASTING.

First phone, announcer or engineer combination. Two years army 500 w AM, 150 w FM. 24, single, will travel. Disc, photo. Box 746E, BROADCASTING.

Radio—Need an announcer with knowledge all phases broadcasting and operations of consoles? Good on commercials, news. Television—good director, am thoroughly trained in and understand all phases of radio and television broadcasting. Limited announcing experience. Can do anything in TV. Ambitious, dependable, married. Resume and disc on request. Box 747E, BROADCASTING.

Situations Wanted (Con't)

Three years commercial broadcast experience. General knowledge of station operation. Desire permanent position. Will travel. Box 7[illegible] BROADCASTING.

Announcer: Over two years experience married, 26, morning man 2 years w other staff duties. Box 751E, BROA CASTING.

Announcer, recent graduate [illegible] school anxious to start in radio. A bitious, hard worker, heavy on [illegible] and sports. Married, one child, travel. Details and disc on reque Box 758E, BROADCASTING.

Experienced announcer, 3 years, types programs. Newscaster with tinctive voice. B.S. in Speech. M ried. Now employed. Box 7[illegible] BROADCASTING.

Announcer: 2 years experience, shows and staff work, married, Box 752E, BROADCASTING.

Announcer: Graduate of leading [illegible] school. No practical experience. a few newscasts with Armed For Go anywhere. Salary no object. N turn welcome. Know control boa No glamour boy. Versatile. You eager and cooperative. Box 7[illegible] BROADCASTING.

Announcer, 30, single, deep resona voice. Would like to transfer, travel. Disc, photo available. handle board. Box 769E, BROADCA ING.

Sportscaster, and staff, three years perience, 25, married, college, travel. Box 770E, BROADCASTING

Sportscaster. Baseball play-by-p Former player. Inexperienced—but tremely capable, nevertheless. Col broadcasting degree. Young, working, single, sober, serious. 772E. BROADCASTING.

Experienced all-round announcer- B. S. in Journalism; selling-writ experience; operate panels; availa immediately. For disc write, call Grove, 403 N. Queen, Martinsbu W. Va.

Announcer-engineer, first phone, year straight announcing, one y combination. Graduate Don Marti Primarily announcer, news, comme cial, some play-by-play, football, ball. Married, no children, car. H ing conditions primary, working co tions and salary secondary. Pr west, southwest (quarterhorse co try). Lee Hughes, 5414 S. Wood Chicago 9, Illinois.

Top announcers; top newscasters; writers; available now. Write, ph or wire Pathfinder School of Ra 1222-A Oak St., Kansas City, M HArrison 0473.

Versatile announcer seeks position pr erably in midwest in progressive kw. One year experience as staff, sports, assistant program director. S gle, 24, college background. Presen salesman. Would like to change per anently to radio. P.O. Box 596, Pier S.D.

Announcer-disc jockey, young, sing Experienced network and independ operation. Can handle full assignme of news, commercials, interviews, Economy cut, no job. Imperative cure position right away. Disc request. Dick Thomas, 200 Cambri Ave., Garfield, New Jersey.

Announcer, 1st phone license, sport caster football, baseball, basketb Capable DJ, news, write copy. Sing ambitious. WEA, 24 Avondale Stre Valley Stream, New York.

Technical

Recent RCA graduate, family man, employed TV servicing. No broadc experience. 1st class and amateur cense, seeks operator or combinat position. Box 533E, BROADCASTI

Engineer degree 10 years experience phases, licensed. Box 554E, BROA CASTING.

Engineer, 14 years experience, AM-F construction, installation, maintenan studios, transmitter, 10 kw direction available immediately. References. 606E. BROADCASTING.

Engineer—First class phone licen amateur. Inexperienced. Any offer c sidered. Box 612E. BROADCASTING.

Transmitter engineer or station te nician. B. S. Degree Bradley Univ sity and technical school; was ch radio technician in Navy; have phone license; prefer midwest, but w go anywhere in U. S. Full particul will be furnished in letter. Box 6 BROADCASTING.

Situations Wanted (Con't)

Employed chief 250, desiring engineering position with larger station. Prefer Carolina's. Married, car. Box 653E, BROADCASTING.

Engineer—Experienced in construction, also chief engineer-announcer last position. Prefer straight engineer position with future. Good references last job. Available one week. North or south. Box 659E, BROADCASTING.

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 684E, BROADCASTING.

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 702E, BROADCASTING.

Engineer-Executive now head of broadcast engineering department major equipment company. College graduate. FCC licensed, licensed professional engineer with over 10 years experience. Capable efficient operation AM, FM, and TV installations. Available immediately. Box 716E, BROADCASTING.

Engineer, chief or technical director. Thoroughly experienced all phases AM, FM, directional. Also experienced in management, teaching and TV. Recommendations from top consultants and employers. Box 721E, BROADCASTING.

Have first class phone license. Will accept job anywhere. Inexperienced. Box 730E, BROADCASTING.

Experienced licensed engineer wants position anywhere. Can announce. Interested in anything from chief down. Any reasonable offer accepted. Address Box 734E, BROADCASTING.

1st class ticket, unused, appreciate your name on back, chief make offer. Write Box 740E, BROADCASTING.

First phone license. Experienced transmitter, remotes, console. Seeking permanent job with northeastern station. Married, car. Box 750E, BROADCASTING.

FREI grad., TV course, 1st phone license. Now engaged in TV servicing. Radio and radar experience. Any offer considered. Box 765E, BROADCASTING.

Recent graduate—first phone desires job anywhere in the south. Straight engineer. Box 767E, BROADCASTING.

Engineer—One year broadcast, 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 1221 N. Vermont Ave., Los Angeles, California.

Engineer — First class, experienced transmitter, board, tape recorder. Available immediately. Earl Davis, 306 E. York, Olney, Illinois.

First class phone, no experience. Married. Have radio and TV servicing experience. Age 38. Settle anywhere. Morris Segal, 3949 Wyalusing Ave., Phila. 4, Pa.

First phone, family man, now doing TV servicing. No broadcasting experience, but wants opportunity. Will travel. Howard Solomon, 170 E. 88 Street, Brooklyn, New York.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Production-Programming, others

Program director experienced network, independents, setting up new station. Programs versatile, can meet and beat competition. Knowledge all phases station operation. Have written copy, sold, announced all types shows. Excellent announcing voice, technique. Conscientious, capable, can increase station prestige, revenue. Currently employed metropolitan area. Disc, details, Box 696E, BROADCASTING.

Need good copy? I have sales-getting ideas, write for proven copy. Only sincere inquiries, please. State need, commercials, continuity, editorial philosophy copy, original gag chatter. Established writer. Box 710E, BROADCASTING.

Situations Wanted (Con't)

Woman does man-size job! Captures achievement record in lively industrial area. Woman commentator-program director with record of versatility and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of sustained, above-average caliber. Immediately available for affiliation which recognizes combination of effort, ability, results. Box 717E, BROADCASTING.

NAOB graduate desires posititon in women's activities in a station within 50 miles of Purcellville, Va. Box 723E, BROADCASTING.

Program director, sportscaster, play-by-play, special events. Box 725E, BROADCASTING.

Combination man, approximately 18 months experience, 22 year old veteran, single, transportation. Attended Texas Trade School and Institute of Radio Broadcasting. Will go anywhere. You name it, but prefer southeast sector. Box 728E, BROADCASTING.

Continuity writer-announcer. College graduate, now employed 1 kw station. Single, 26, best references. Seek solid location with future, permanence. Newspaper experience. Box 744E, BROADCASTING.

Wanted: Position as program director or producer-director on TV. Eighteen year background in radio and theatre. Presently employed as program director of east coast independent. East coast station preferred. Box 755E, BROADCASTING.

Two experienced radio girls available soon. Traffic manager, secretary-receptionist. Both dependable successful employees. Excellent references. Best reeommendations from present employer. If you can use both, write today. Box 768E, BROADCASTING.

Hillbilly band, nationally known A-1, available for radio, anywhere, union, program directors write Dick Carson, Baden, Pa.

Television

Managerial

Rugged TV pioneer. Prewar experience as New York performer and director and post-war experience as one of country's leading television salesman desires sales manager position with compensation commensurate with ability and proven results. Box 718E, BROADCASTING • *TELECASTING.*

Production-Programming, others

Assistant TV director. Experienced remote and studio programming and station operation. TV and radio writing background. Box 715E, BROADCASTING • *TELECASTING.*

Program director, 250 watt, ready for television. Seven years radio writing, announcing, programming. Three years little theatre, acting, directing, light design, stage manager; twenty weeks Television Workshop, New York, all phases. Cultured, wonderful voice. A positive asset to any TV station, will start any position. Full resume sent on request. Box 763E, BROADCASTING • *TELECASTING.*

Top idea man, sales promotion, programming, merchandising, now employed, seeks TV connection. Los Angeles radio station, advertising agency. E. Horis, 651 Dunsmuir, Los Angeles.

For Sale

Stations

For sale—1000 watt daytime station. Can go fulltime. East central section United States. Box 657E, BROADCASTING.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For Sale (Cont'd)

For sale—411 ft. Truseon self-supporting tower, type D-30, insulated at base, supporting General Electric 4-bay circular FM antenna with mast, type BY-4-B with 2⅛" coaxial transmission line from FM antenna to tower base. Tower erected in center of 10 acre tract in Wheaton, Maryland, near Washington, D. C. Box 648E, BROADCASTING.

RCA 301B HF field intensity meter complete with battery unit antenna and accessory case. Excellent condition. $500. Box 729E, BROADCASTING.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

GE FM broadcast transmitter exciter model 4BTIA, 3 kw amplifier model 4BF2A. Station monitor GE type 4BM-1-A. Limiting amplifier GE type 4BA 5-A. REL FM broadcast receiver model 646. Console 25B speech input equipment, Western Electric. 3 Western Electric 109 type reproducers, complete. 5 spare 9A reproducer heads. 3 Robinson turntables, 1 audio oscillator, Hewlett Packard model 201B. 1 distortion analyzer Hewlett Packard model 325B. 1 vacuum tube testing equipment model 798 Weston. 1 Western Electric remote amplifier model 22D. 6 Western Electric 639A cardioid microphones. 5 Western Electric 633A salt shaker microphones. 1 Rek-O-Kut 16-inch recorder model M5 w/Webster head. 275' Truscon self-supporting tower. 4 bay GE antenna type BY4A complete with baluns, matchers and trombones. Co-axial cable. Andrew 1⅝"—51.5 ohms. 19 straight lengths. 2 expansion joints. 5 right angle bends. 1 45 bend. Gas inlet couplings, gauges, clamps, etc. Audio rack. 1 GE utility amplifier. 1 GE line equalizer. 1 GE line level indicator. New tubes—unused. 2 GE GL7D21. 2 GE GL5D24, 4—250's. 2 RCA 829B. 1 RCA 815. 1 GE phasitron. Used tubes. GE GL7D21's. Eimac 4-250A's. 815's. 829's. For further particulars address Beloit College, Beloit, Wisconsin.

For sale: New uniform cross-section guyed type towers with all necessary equipment. We will deliver and erect anywhere in United States or South America. Eight 200 ft. towers, seven 250 ft. towers, six 300 ft. towers, five 325 ft. towers. Write, wire or phone (Ph 3348). Consolidated Tower and Construction Co., Petersburg, Virginia.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Man with 28 years experience in all phases of radio, willing to buy in on AM station in Illinois, outside of Chicago. Confidential. Box 762E, BROADCASTING.

Equipment, etc.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Wanted—Approximately 400 feet used 1⅝" coax transmission line. State condition, price, etc. WJBY, Gadsden, Alabama.

Help Wanted

Announcers

Wanted by New York state NBC regional AM station with TV in operation. Topnotch announcer who can handle studio sports show and regular staff duties. Experienced men only. Send disc and photo with complete particulars first letter. Attractive salary. Box 706E, BROADCASTING.

Help Wanted (Cont'd)

FOR ANNOUNCER
OPPORTUNITY

Somewhere there is a promising young gentleman waiting for the opportunity to join an established network station about to assume powerful regional status. Here is an immediate opportunity for nice-appearing, intelligent, industrious young man with a minimum of two years experience to become a member of a higher caliber, friendly family station. Send resume, references, disc, photo and salary to

BOX 741E, BROADCASTING.

Situations Wanted

Managerial

Manager

16 years radio, industry recognized reputation. Let's talk over your problem and my background during the NAB Convention. Contact through Avery-Knodel, Inc., Chicago. Andover-3-4710. April 16-18 or Box 774E, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

STATION MANAGERS!
Need Trained Personnel?
BROADCASTERS!
Want a Refresher Course?
BEGINNERS!
Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.
3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS JUNE 5

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338—16th St., N.W.
Washington 10, D. C.
Please send information concerning
☐ Correspondence ☐ Residence Courses.
Name.....
Address.....
City.....State.....

(Continued on next page)

Schools (Cont'd)

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SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

WOW FARM TOUR

Two-week Trip Is Completed

THE third annual Farmers' "New South" Study Tour sponsored by WOW Omaha, ended in Omaha March 30 after a two-week inspection of farms, ranches, plantations, agricultural schools and activities associated with farming. [BROADCASTING, Feb. 6].

Directed by Mal Hansen, WOW's farm director, the party totaled 219 including 72 man-and-wife couples, owning farms totaling 112,000 acres. The 6,000-mile tour by special train got underway March 16 and since that time covered 18 Southern states and a trip to Cuba. Mr. Hansen broadcast daily from the trip on his *Farm Service Reporter* program and also presented daily telecasts for WOW-TV by film.

WWDC Business Up

WWDC Washington had a 28.5% increase in business during March as compared with the same month last year, according to Ben Strouse, vice president and general manager of the Capital Broadcasting Co., station owner. Mr. Strouse also pointed out that a substantial increase was shown in both local and national business with national spot business being particularly good. WWDC-FM, which feeds Transit Radio, showed a 96% increase in business during March over the same month in 1949.

Harry W. Mambert

HARRY W. MAMBERT, 52, commercial salesman at KFJZ Fort Worth, died at his Fort Worth home on April 1, after a long illness. A native of Iowa, Mr. Mambert was affiliated with the Masons and Shriners as well as the Fort Worth Sales Executives Club. He leaves his wife. Services and burial were in Marion, Iowa.

QUARTER-hour added to *Nancy Craig* five weekly show on WJZ New York.

BONDS DRIVE

Radio-TV Pledge Support

PLANS for the U. S. Treasury Dept.'s savings bond "Independence Drive," scheduled May 15-July 4, were outlined March 29 by Sec. John W. Snyder. Full radio-TV support of the campaign is expected, paralleling the industry's past efforts. Series E bond goal is $653,950,000.

Secretary Snyder, citing America's traditional concept of thrift as key to the nation's progress and security, reported that individual citizens now hold nearly $49 billion in bonds and recalled that total national income during the low depression year of 1933 was only $33.5 billion. He addressed national leaders of all fields at a dinner climaxing the one-day campaign conference held at Washington's Mayflower Hotel.

NAB President Justin Miller was among the head-table guests. Arno H. Johnson, vice president of J. Walter Thompson Co., was a featured speaker during the conference.

A radio-TV promotion kit is being prepared by Treasury for the drive along with a special series of its regular *Treasury Guest Star Parade* transcriptions. Four-network kickoff for the drive is scheduled May 15, 10-11 p.m., with President Truman and Secretary Snyder featured along with all-star entertainment. NBC-TV is expected to simulcast the President and Secretary Snyder and air special TV features during the remainder of the time.

National allocations of the Advertising Council are to be devoted to the Independence Drive during the first two weeks of the campaign. Radio-TV promotion on the local level is to be coordinated by the state and local savings bond committees. Various U. S. industrial groups are furnishing 49 exact replicas of the Liberty Bell, minus the crack, which will be sent on tour for local promotion as symbols of the campaign. Bells are being cast in France.

ALTHOUGH March 23 was clear and nearly cloudless in Amarillo, Tex., KGNC's Farm Editor Johnny Linn proves he was right when he predicted precipitation that day. Attired for heavy rain, Mr. Linn weathers the downpour brought on by "Rainmaker" Bernie Howell, KGNC's musical director.

ELECTRONICS MEET

Engineers Plan May Session

NEW techniques for improvement of quality and durability of electronic components to meet increasingly severe demands of modern equipment will be discussed May 9-11 by technical authorities at a series of conferences to be held at the Dept. of Interior Auditorium, Washington. Sponsoring the discussions will be American Institute of Electrical Engineers, Institute of Radio Engineers and Radio Mfrs. Assn., with cooperation of the Dept. of Defense and National Bureau of Standards.

Hundreds of engineers representing the electronics equipment and components industry will meet with military and government research and scientific specialists. New trends in design and fabrication of equipment will be discussed along with special needs of electronic weapons used by the military.

MAIL pull of 46,825 letters drawn by *Pick the Hits* over CKOY Ottawa, in 21 broadcast days, station reports.

KPMO DENIAL

Illegal Transfer Alle

INITIAL DECISION to deny plication of KPMO Pomona, Ca for renewal of license was is fortnight ago by FCC. Denial renewal was proposed by Hear Examiner Jack P. Blume on grounds that Myron E. Kluge Dean H. Wickstrom, orig partners, had effected a numbe transfers in ownership with knowledge it was in violation Commission rules.

Examiner Blume found that Kluge sold his holdings in Dec ber 1946 to Dr. Warner H. Sorenson for $15,000 without consent. The decision said Mr. Kluge, because of seri financial difficulty, felt that c pliance with the then exist Avco rule would inconvenience delay his receiving payment. Pe ing application of KPMO for signment of license to cover transfer was proposed to be missed as moot. KPMO is assig 500 w on 1600 kc.

Meanwhile, in another ini decision, Examiner Leo Resn proposed to grant the applicat of WRIB Providence, R. I., for increase of power from 250 w t kw on 1220 kc.

FM ON RAILROAD

CNS&M Installs Ser

THE Chicago, North Shore Milwaukee Railroad has announc installation of FM service in of its Electroliners which oper between Chicago and Milwauk The installation, a Zenith-Ma FM set similar to those used transit radio, was made by engineering department of WE (FM) Evanston, Ill.

T. Houston Clinch, president the railroad, indicated that ini tests have been most satisfact and that, in spite of the fact t the Chicago, North Shore and M waukee Railroad is an electric operated line, no unusual diffic ties were encountered due to static eliminating features of receivers.

PROPERTIES WHERE YOU WANT THEM!

EAST
TOP NETWORK FACILITY
$400,000.00
Long established regional network station in East that dominates vast market area. Earnings are consistently large over many years. Gross profit shows better than 20% return on purchase price. Owner selling in property consolidation plan.

MIDDLEWEST
OWNER RETIRING
$200,000.00
Middle-western major market network fulltime facility—well staffed—consistent earner grossing nearly $200,000.00. Prosperous market. Financing can be arranged. Reason for selling—owner retiring. Price $200,000.00.

WEST
CALIFORNIA INDEPENDENT
REGIONAL—$65,000.00
Well equipped money maker serves well integrated market. Studios-transmitter combined assures low operating cost, maximum profits. Present rate earnings pay out three years. Price $65,000.00. Terms—half at transfer, balance one year.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341
CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550
SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

Respects

(Continued from page 40)

anted in the front yard. The busi-ss prospered, though he had been rced to sell his saxaphone, trom-ne and bicycle to raise necessary pital. Though business was good, closed shop in 1933 and headed r Texas upon hearing that KRGV arlingen might have need for an gineer.

That was the turning point in e life of Neal McNaughten. Dick iles, manager of KRGV, asked m what he knew about trans-itters. "They're no mystery," said e applicant. But when he was ked what he knew about anten-as, he said "Nothing." So he was romptly hired and ordered to sign and build from scratch a w KRGV antenna system.

He liked the work at Harlingen nd spent evenings taking univer-ty extension courses. About six onths after he got the job, he oticed a comely Harlingen girl the studio, singing on a home-wn program. A few months later ez Hatchett became Mrs. Neal cNaughten. In 1934 came a pro-otion to chief engineer.

Shifts to FCC

For six years life moved along ormally. Around the world things eren't quite so normal and when e FCC advertised for engineers 1940, Neal McNaughten filed an pplication. The result, after a raining period in Baltimore, was n assignment to San Juan, Puerto ico. About a year later, just prior o Pearl Harbor he was given an ssignment as assistant supervisor f the FCC's Great Lakes primary onitoring station, at Allegan, ich., with a seven-state area to atch. One of his first jobs was nstallation of almost 100 acres of hombic and other types of anten-as.

In 1943 he accepted a position s assistant chief of the Washing-on office of the FCC's International Division, Treaty Section. There he ntered a new field, propagation, nd had a job consisting of pre-icting transmission paths for the Office of War Information; pre-aring first documents for the next orld wide telecommunications con-erence which eventually material-zed in Atlantic City in 1947; act-ng as an FCC representative in RAC's FM and TV studies; liaison etween the military and civilian ses of frequencies during the war ears. These activities gave him a nowledge of world allocation prob-ems and an intimate familiarity ith NARBA's knotty issues.

That work led to appointment in 1945 as chief of the FCC Standard Broadcast Allocation Section. In that post he received Presidential appointment as secretary to the U. S. delegation to the Second NARBA Conference, with ex-officio title of secretary-general of the conference.

In preparation for the third NARBA conference he was named to coordinate NARBA activities with the FCC clear channel proceedings, and prepared the original U. S. proposals for the Third NARBA Conference. He was named to the U. S. delegation at the engineering pre-NARBA conference held at Havana in 1947. At this meeting he was one of the two official U. S. spokesmen. He also served as a member of the U. S. delegation to the International Telecommunications Conference held in Atlantic City.

To NAB Post

About that time NAB was deep in pre-NARBA preparations and wanted an allocations expert. Mr. McNaughten was the logical choice, and Jan. 1, 1948, he joined NAB as assistant director of the Engineering Dept. A year-and-a-half later he became director upon resignation of Royal V. Howard, now holder of a CP in Honolulu.

Last autumn he attended the NARBA conferences in Montreal as an industry advisor to the U. S. delegation. As NAB's representative he was active in Montreal and took part in the current Havana sessions until directed by NAB president Justin Miller to withdraw because negotiations were felt to be taking an unfavorable turn.

Compiles Handbook

At NAB Mr. McNaughten has taken part in a long list of national and international projects. Recently, as NAB engineering director, he completed the 675-page fourth edition of the *NAB Engineering Handbook*. As chairman of NAB's Recording & Reproducing Standards Committee he has been active in developing disc and tape standards for the broadcasting industry. He also has been participating in the current Washington session of the CCRI (International Radio Consultation Committee) as a member of the U. S. team.

Born Jan. 20, 1911, Neal McNaughten at 39 has enjoyed a satisfying and exciting electronic career. He is a member of Institute of Radio Engineers and the Washington Exchange Club.

The McNaughtens live at 3513 Valley Drive, Alexandria, Va. They have one child, Marjorie Lee, aged 6½.

Summaries of Technical Papers

(Continued from page 79)

achieves a quiet cut with reduced high frequency response loss at low groove velocities.

Mr. Bachman

Mr. Grimwood

Design Considerations & Development of a New Type 5 kw AM Transmitter — Fred Grimwood, Gates Radio Co.

An analysis will be presented of basic considerations and design factors of this new standard AM 5-10 kw broadcast transmitter. Reference is made to a new type cooling system, simplified installation requirements, the achievement of operating efficiencies, and a basically new vacuum tube lineup.

Magnetic Recording Advances in 1949 and 1950—W. Earl Stewart, RCA

In this paper the author will discuss the development and need of standards for the magnetic tape system of recording and reproducing, the present status of these standards, and work now being done to complete the essential standards. The various types and uses of equipment will be discussed, outlining the versatility of tape in building programs. In closing, the author will discuss some of the many possible future uses of tape.

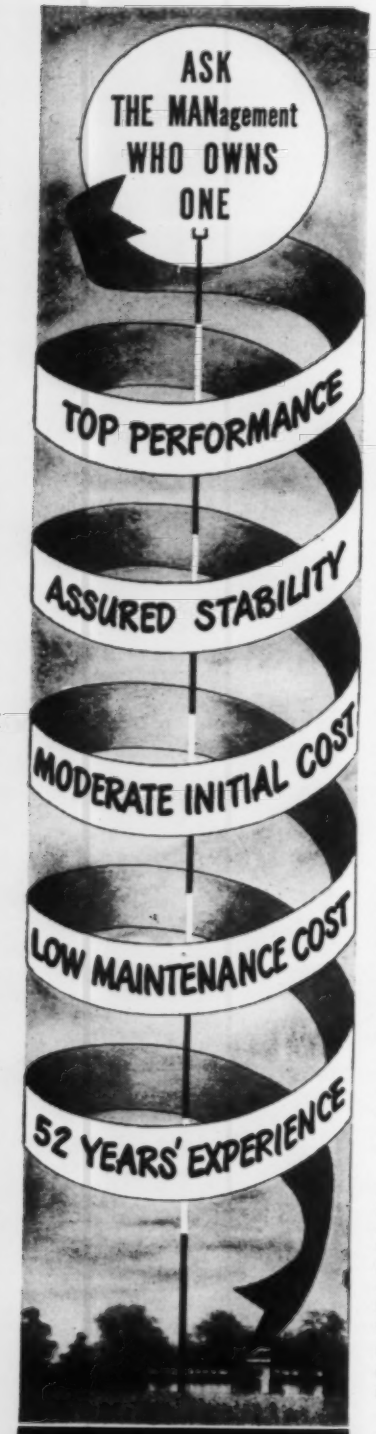
Mr. Stewart

Mr. Adair

FCC Audio Proof of Performance Tests—George Adair, Consultant

This paper will discuss interpretation of Sections 3.46 and 3.254 of the Commission's Rules and Regulations as to when, why, what, and how the audio proof of performance measurements are to be made. Also discussed will be suggested forms for recording the measurements and what should be done with them, both for compliance with the Rules and for usefulness to the station.

FORDHAM UNIVERSITY
PROFESSIONAL RADIO AND TELEVISION
SUMMER INSTITUTE—July 5 to August 11
SIX WEEKS OF NEW YORK'S
TOP NETWORK LECTURERS,
PRACTICAL RADIO-TV COURSES,
WORKSHOP EXPERIENCE IN THE
STUDIOS OF WFUV-FM
Write for: Folder "B", Radio-TV Dir., Fordham U., N. Y. 58, NYC



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Vertical Tubular Steel

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JOHN E. LINGO & SON
CAMDEN 5, N. J.

Exhibits—Exposition Hall

(Continued from page 27)

two bay antenna complete with antenna lead-in are included. (See light equipment story for other Collins exhibits and personnel attending booth).

Three types of Collins remote equipment will be displayed, including one, two and four channel models and providing a-c or automatic change-over battery/a-c operation for all types of remote broadcast situations. Two multiple consoles slated to be shown are high-fidelity—suitable for AM, FM or TV applications. One (the 212A) has two output channels.

New cabinet rack contains company's line of standard rack mounted speech equipment including pre-amplifiers, line, isolation, program and monitor amplifiers, power and relay units, and jack panels. For non-broadcast use, a Collins 51J communications receiver will be shown. Firm claims its outstanding characteristic of extreme suitability and tuning accuracy often lends itself to use as a secondary frequency standard.

At the Collins booth will be: R. H. Hollister, broadcast equipment sales manager; Carl Service, manager of Western Div.; Harold Olson, Scott Killgore, Tom Moseley, John Stanbery, Al Scott, sales representatives. I. K. Findley, J. A. Green, T. E. McConnell, F. M. Malone will handle engineering displays.

* * *

Allen B. DuMont Labs Inc.

DuMONT features a new 5 kw transmitter that is completely air-cooled. Firm says low cost transmitting tubes provide its product with lower operating expense. Also on DuMont's feature list is microwave relay for remote operations. With crystal controlled circuits—for reliable and unattended operation, DuMont explains—the relay operates in the 2,000 mc band where optimum propagation is obtained. Firm adds that with transmitter independent of antenna, system may be used for portable or fixed installations.

With accent on television, DuMont Labs will exhibit equipment for studio, transmitting and remote operations. The new DuMont-Holmes super-speed 16mm projector and the Dynamic Flying Spot Scanner will be among those items shown at the exhibit. The projector is designed for image orthicon pickup and produces pictures with "live studio" snap and clarity from film or Teletranscription, according to DuMont officials.

Also slated for display are a triple-orthicon camera chain and sync distribution, picture distribution and monitoring equipment.

DuMont representatives: Herbert E. Taylor Jr., division manager; Robert E. Kessler, assistant manager; James B. Tharpe, sales manager; Herbert Bloomberg, Central District; Lewis E. Pett, Southern District; Edgar Felix, Northern District; Lewis C. Radford Jr., Southeastern District; Charles E. Spicer, Robert J. Myers, William C. O'Brien, sales engineers; Gordon S. Gregory, engineering manager; Herbert Eayrs, John Ruston, Max Shovlowsky, Edward Usher, engineers; Chester E. Greenwood, manufacturing manager; Ralph Grauso, Russell White, technicians.

Gates Radio Co.

INTRODUCED by Gates Radio Co., of Quincy, Ill., are the firm's new BC-5B and BC-10B 5 kw and 10 kw AM transmitters. Highlights are, according to Gates, a tube complement costing about one-half that of other current 5 and 10 kw transmitters now on the market and a minimum power savings of 3 kwh, which Gates estimates at about $500 per year.

Gates says its new transmitter incorporates for the first time in any AM equipment, the 3X2500F3 power tubes in both radio frequency amplifier and modulator circuits, employing a tungsten filament and featuring longer tube life. This, firm adds, results in better performance from the noise and distortion standpoints than has been possible heretofore. Also exhibited by Gates is a new 10 w mobile transmitter designed for the 26 mc remote broadcast relay spectrum.

In addition to heavier equipment line Gates will exhibit a broad line of speech input consoles, transcription turntables and portable remote amplifiers.

Representing Gates will be: Fred O. Grimwood, sales manager; L. I. McEwen, executive vice president; Francis W. Wentura, chief engineer; John Bowers, purchasing agent; Norbert Jochem, audio engineer; Owen J. McReynolds and Larry Cervone, Washington Office.

* * *

General Electric Co.

LATEST transmitter developments and studio equipment design headline General Electric, Syracuse, N. Y., exhibit. GE displays a new, completely air-cooled 5 kw low channel TV transmitter (type TT-10-A), modeled with low-cost tube complement and low power consumption. This unit, according to firm, is geared for low costs in installation, operating and maintenance.

Companion to the new transmitter is firm's new visual demodulator (type TV-21-A), providing picture and waveform video signals for continuous monitoring of the transmitted signal. This unit, rack-mounted, has crystal controlled vestigial-sideband reception.

Studio setup includes a new block-built console for both programming and monitoring and redesigned studio and film camera channels with cables and plugs to eliminate conventional interconnecting wiring. GE finds system usable in any station that h standard synchronizing generator.

Included in console are moni with 12½-inch black-faced pict tudes and dual waveform display a new calibration monitor with bu in calibrator circuits for signal le control. GE has reduced overall mensions of cabinets in this equ ment. Control panels fit into the sole desk, which in combination w matching base cabinets, provide co plete studio and master control fac ties for any size station, GE says.

Other units included in GE's sh ings are a stabilizing amplifier (t TV-16-B), providing automatic co rection of the sync and blanki portion of the TV signal, adjustab sync percentage and improved characteristics; a new wipe amplifi (type TV-24-A) featuring full wip including those from remotes locals; a sync lock unit (type TV-A) for synchronizing a local sync ge erator with the sync signal com from a remote point; a utility vid amplifier group (type TV-31-A), co sisting of three independent chann and a power supply; an electron video mixer (type TV-19-A) whi laps, fades and dissolves at a constan pre-set rate; a montage amplifi (type TV-35-A) that inserts rath than superimposes.

Representing GE at the conventio A. A. Brandt, general sales manage G. F. Metcalf, manager, commerci equipment division; P. L. Chamberla manager of sales, commercial equi ment division; F. P. Barnes, sales ma ager, broadcast and television, co mercial equipment division; R. D. Jo don, advertising manager, commerci equipment division; R. J. Brown, ma ager Washington office, commerci equipment division; W. G. Broughto W. C. Jaeger, O. K. Lindley, N. Peterson, E. W. Rosentreeter, C. Simon and R. S. Yeandle, all hea quarters.

General Precision Lab. Exposition Hall (see also Roo 521)

NEW LINE of TV film equipment w be introduced, including 16mm pr jectors for telecasting and revie rooms. A new portable utility 16m projector is designed for use wi image orthicon and field camera Studio TV transmitting and camer chain with innovations will be show Representatives at convention will Blair Foulds, R. L. Garman, Fra N. Gillette, L. L. Pourciau, John Sims, H. A. Sterns, S. S. Lee.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

International Telephone & Telegraph Corp. (American Research & Development Unit) See also Room 534

UNIT displays the FTL 27A, a UHF radio link system, that relays television video programs. Equipment eliminates video cable circuits and studio-to-transmitter link, intercity relay, or portable remote service.

Also to be exhibited is FTL 38A sound channel equipment providing facilities for transmission of high-fidelity sound and video over a single TV relay system, such as the FTL 27A television UHF radio relay link, eliminating the need for least high-quality telephone wire.

J. H. Hickerson, chief public relations director, and Trevor H. Clark, in charge of engineering services, will supervise the exhibit.

* * *

Radio Corp. of America

DEMONSTRATIONS of video effects equipment, ultra-high frequency transmitting circuits and a 500 kw super power beam triode, claimed by officials to be the world's most powerful electron tube, will be featured at the RCA exhibit. Display will mark RCA's entrance into ultra-high frequency television broadcast equipment.

Firm's tube department will display a triode tube capable of 500 kw of continuous output and tested at 1 million w input. New tube (Type 5831) has immediate applications in high power and international broadcast service, paving the way for new developments in high power hitherto considered economically unfeasible or impractical, officials say.

TV broadcasting equipment making possible special video effects also will be featured by RCA. These include: TG-45A Genlock, TM-2A Utility Monitor, Flying Spot Scanner, and new switching, fading and film projection equipment. Other products are a close-talking microphone, remote control for microwave parabola antennas, improved studio audio equipment, new field or studio desk (which may be folded for easy portability), a new tripod with improved friction head.

Following RCA personnel will be at the show: A. R. Hopkins, manager of Broadcast and Communications Equipment Section; J. P. Taylor, manager of Advertising and Sales Promotion Section; M. A. Trainer, manager of Broadcast Studio Products Group; Dana Pratt, manager of Broadcast Transmitters Products Group; C. M. Lewis, manager, Broadcast and Communications Field Sales Group; W. W. Watts, vice president in charge of Engineering Products Dept.; T. A. Smith, general sales manager, Engineering Products Dept.

In addition to the above list of managers of the Engineering Products Dept., the following members of the sales staff are expected to be present: W. L. Babcock, Henry Duszak, D. Bain, E. S. Clammer, E. C. Tracy, F. D. Meadows, and E. T. Griffith. From the advertising staff and publicity will be: W. O. Hadlock, and M. Gaskill.

The broadcast field salesmen will be present including: A. Josephsen, J. E. Young, R. J. Newman, P. G. Walters, W. B. Varnum, R. C. Dubois, J. H. Keachie, D. S. Newborg, E. Frost, J. F. Palmquist, Engineers of the Engineering Products Dept. will be: J. E. Young, H. E. Gihring, J. H. Roe, W. J. Poch, and N. S. Bean.

* * *

Raytheon Mfg. Co.

LATEST advances in development of equipment for broadcasters and telecasters will be reflected in Raytheon's exhibit of its high-power, 2,000 mc TV microwave equipment. New type aluminum screen mesh dish with plastic structural members will be part of the display. Plastic dish will be mounted on a tripod with the new Raytheon tripod head.

A new RC-12 master studio console, designed for use in regular AM and FM studio work and TV audio requirements, will be shown to broadcast-TV engineers. Unit includes advantages and improvements selected from returns of survey of some 2,000 broadcast and TV engineers, firm claims. Some improvements: High-gain amplifiers and back-lighted front panel for TV audio studio use; ability to reach and service every component part in console; ultra-modern appearance.

TV monitor for off-the-line use in viewing programs in control and film rooms, clients' and announcers' booths, also will be shown. Monitor has complete set of controls on front panel and its light-weight construction makes it practical for remote pickup use. Unit includes an audio amplifier and loudspeaker, which may be fed from audio cue line in conjunction with TV monitoring. A new RRC-10A equipment rack cabinet, featuring center rail mounting and reversible doors and designed to house all equipments of standard 19-inch rack size, also will be shown. Provisions for meter mountings, AC outlets, cooling fan and adjustable center rails make it ideal for custom built equipments, company contends. In fact, it now is being used to house all Raytheon standard broadcast equipment, and will be available in a few months.

Raytheon personnel at the exhibit booth are: Ray C. Ellis, vice president; James J. Tynan, sales manager; John S. Spargo, sales promotion; William Short, Andrew Bark, John Lorber, engineering department; Leonard A. Rooney, broadcast sales manager; L. Edward Pamphilon, broadcast equipment sales department; Robert H. Bauman, Chicago Raytheon manager. Other representatives: Ben Farmer, Warren Cozzens, Henry Geist, W. B. Taylor, and Howard D. Crissey.

* * *

SESAC Inc.
(See also Rooms 528A, 530A)

SESAC will maintain two extensive exhibits during the convention, with headquarters in Suite 530-A and a main floor display in Exposition Hall. Plans call for a complete array of new platters with special emphasis on transcriptions of the Trinity Choir of St. Paul's Chapel, New York. In addition, SESAC will feature recent recordings of the New World Symphony Orchestra, Philharmonic Aeolian String Symphony, Fraternity Glee Club and the Barbershop Quartet.

Program aids, designed as library supplements, will include SESAC's Continuity Script Service (a special feature is the *Mister Muggins* fairy tale-for-children show). Also spotlighted will be a new catalog of 1,200 bridges, moods and themes covering over 200 different categories chosen from the SESAC library. Program Guide also will be available for subscribers.

Heading the SESAC contingent in Suite 530-A are R. C. Heinecke, K. A. Jadassohn and Robert Stone; in Exposition Hall, Ken Parker, Ralph Baruch and Lou Tappe.

RADIO-TV SUPPORT
Stanton Cites 'Brotherhood'

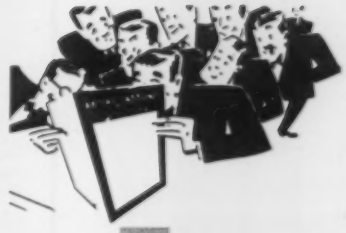
IN A REPORT on radio and television cooperation with the promotion of Brotherhood Week by the National Conference of Christians and Jews, Frank Stanton, CBS president, has stated that the broadcasting industry outstripped all records.

"It becomes difficult to compare one year with the next," Mr. Stanton said. "We came close to the saturation point, but, if anything, radio was even better in its cooperation this year, and television certainly exceeded anything it had done before."

Mr. Stanton, who was chairman of the Brotherhood Week radio and television committee, said that cooperation of television stations was much greater than had been anticipated. The committee had to prepare 50% more of its special films than had originally been planned. Recordings of spot announcements were sent to every radio and television station. He also lauded the major networks for producing special broadcasts on the Brotherhood Week theme.

Hayes Forms Firm

RICHARD R. HAYES, former radio engineer with the U. S. Army and Dept. of State, and electronics officer in the Navy, has announced the formation of Richard R. Hayes & Assoc. The engineering firm is located at 1608 Mardell Ave., San Antonio, Tex.



WHAT EVERY
Sponsor
Agency
Station
SHOULD KNOW

. . . there's fingertip information on exactly how hundreds of national spot and network advertisers used radio and television in 1949.

It's all in the

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NAB CONVENTION ISSUE

APRIL 17th

By subscribing TODAY, you'll get all the stuff that planning board sessions and leading time buyers consult all through the year—BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries.

1450

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my subscription immediately for 52 weekly issues of BROADCASTING—and be sure I get the big April 17 NAB CONVENTION ISSUE.

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

MEMO *to advertisers*

When you buy WMFG in combination on the Arrowhead Network . . . you aren't just getting a "bonus" station. The Hibbing market, world-famous iron ore producer, is sales-rich for you . . . a market best reached by WMFG, the station the Iron Range prefers!

WMFG HIBBING, MINN. NBC

MEMBER STATION

ARROWHEAD NETWORK

Represented nationally by: RA-TEL
regionally by: BULMER-JOHNSON, Inc., Mpls.

Exhibits—Fifth Floor

(Continued from page 53)

fect record libraries, now being supplied on new flexible stock.

For television, the firm has open-end, five-minute film series especially produced for TV stations. These include: *Capsule Mysteries*, three to five weekly for five-minute sponsorship; *Secrets of Magic*, open-end, five-minute film series starring Blackstone, also for three to five times weekly sponsorship. Now in production, both are priced for local advertisers.

In charge of exhibit are Charles Michelson, president, and Sidney Guber, sales department.

* * *

Multipulse Sales Co.
Room 550A

FIRST showing of complete fixed-frequency FM receivers for use in storecasting, background music and educational systems. At convention will be William G. Drenthe, Ray Wilson, Harold Hiemark, Howard Carlson, Robert Clark Jr.

Musicolor Inc.
Room 526A

SHOWING of light synchronized with music that can be used for AM, FM and TV studios and reception rooms, as well as on TV on film or direct to mosaic. Representatives at convention will be Maurice Wetzel, Helen Spencer, Christian Mueller, W. Lockwood Martling Jr., George Davis, Leo Sivin.

* * *

Presto Recording Corp.
Room 516

PRESTO will demonstrate its PT-900 portable tape recorder and the larger studio model, SR-950, as well as the 6N recorder and 90-B amplifier. Gear-driven units include the 8D-G recorder and 90-B amplifier, the 64-A transcription turntable, and Type 65 transcription player which is complete with speaker and amplifier for use by advertising agencies and production departments.

Presto personnel include George J. Saliba, president; Thomas B. Aldrich, sales manager; M. M. Gruber, secretary; and John Strampeer, production engineer.

* * *

RCA Recorded Program Services (Thesaurus)
Rooms 512, 513

THESAURUS service exhibit will be built around RCA's "new era" commercial programming theme designed not only to produce shows that attract sponsors but also to provide station subscribers with tools for "getting and holding local sponsorship." Exhibit, on view in Suite 512 and in Exposition Hall, will serve to showcase RCA Recorded Programs Services' entire product.

Featured with display material will be driftwood-stained picture frames adorning draped walls. Frames contain 14-inch by 18-inch photo of a Thesaurus name artist or groups and have attached pocket for brochures on particular series. Transcription record, featuring selections by artist, is fixed beneath each frame in such a way that it may be removed by salesman and auditioned on request in suite.

RCA mailed out in advance to all subscribers and service prospects keys which actually fit the lock to Room 512. Attending in behalf of Thesaurus and RCA Custom Record Sales are: Jim Davis, manager of Custom Record Sales Div. and head of Thesaurus operation; Don Mercer, manager, RCA Recorded Program Services; Wade Barnes, Thesaurus and Syndicated Sales manager; Bert Wood, program manager; Ben Rosner, advertising and promotion manager; Al Hindle, Chicago manager, Custom Record Sales; and Addie Amor, Bill Reilly, Bill Gartland, Henry Gillespie, Dave Rogers and Bill Davies, Thesaurus sales representatives.

* * *

Standard Radio Transcription Services Inc.
Rooms 556, 557

"PHENOMENAL commercial results" from Standard's shows at last year's convention have inspired a 1950 exhibit with three new shows to supplement the original five series of programs, according to Standard officials. These include: *Musical Round-up*, five quarter-hours weekly featuring western music; *Chapel in the Sky*, one-half hour weekly, sacred and inspirational music; and the newest, *Sports Parade by Don Wattrick*, three quarter-hours weekly.

Outstanding feature of Standard's exhibit will be a display of sales proof of star shows to local advertisers by hundreds of Standard-subscribed stations. Augmenting this will be an analysis showing the type of local businesses which sponsor these various shows. Firm as usual will offer a souvenir gimmick to visitors—this year, a pocket piece.

Standard's representatives: Gerald King, president; Milt Blink, vice president; Alex Sherwood, sales manager; Harry Bluestone, production chief; Gus Hagenah, Lewis Teegarden, John Devine and Dave Williams.

* * *

Westinghouse Electric Corp.
Room 509A

REPRESENTING Westinghouse at fifth floor reception room will be F. W. Fischer, manager of distr... electronic sales; M. H. Wood, mana... of communication sales; M. ... Briggs, division engineer; T. ... Bloomer, section engineer; I. Ma... division sales engineer; L. W. Cl... engineering and service supervis... all of Baltimore. In addition th... regional representatives will be pr... ent: W. E. Berkey, Chicago; A. ... Massey, St. Louis; G. B. Savi... Pittsburgh.

* * *

Wincharger Corp.
Room 531A

PHOTOGRAPHS of various W... charger radio tower installations, ... Wincharger tower in miniature mo... and tower lighting equipment, are ... display by the Sioux City, Iowa, ra... tower firm.

Wincharger representatives on t... scene include Allen C. Tilton, Ra... Tower Div., and staff members, Hen... J. Geist, William B. Taylor, Warr... Cozzens, Ben Farmer, Hollis Joy a... Andrian Van Santen.

World Program Service (World Broadcasting System)
Rooms 500, 501, 501A

PLANS for a star-studded new ha... hour variety show will be unveil... at the World Broadcasting System ... exhibit in Suite 501, a joint exhi... with Frederic W. Ziv Co. Show ... troduces special dramatic progra... material headlining a stage-a... screen famous name, according ... World officials. Through a dramat... display, over 15 new commerci... ideas for expanding sales revenue ... the local level will be reviewed. St... tions will receive the first announc... ment of addition of new artists a...

Nielsen Ratings*

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK FEBRUARY 26-MARCH 4, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	25.6
2	3	Jack Benny (CBS)	24.3
3	7	Amos 'n' Andy (CBS)	21.7
4	2	Arthur Godfrey's Talent Scouts (CBS)	21.4
5	5	Mystery Theatre (CBS)	20.0
6	8	My Friend Irma (CBS)	19.3
7	11	Fibber McGee & Molly (NBC)	18.6
8	9	Charlie McCarthy Show (CBS)	18.3
9	16	Walter Winchell (ABC)	16.8
10	10	Life With Luigi (CBS)	16.5
11	23	Mr. & Mrs. North (CBS)	16.4
12	25	Truth or Consequences (NBC)	16.2
13	15	Mr. Chameleon (CBS)	16.1
14	12	Red Skelton (CBS)	16.0
15	41	Mr. District Attorney (NBC)	15.[illegible]
16	26	Horace Heidt (CBS)	15.[illegible]
17	29	Bob Hope (NBC)	15.[illegible]
18	4	Mr. Keen (CBS)	15.[illegible]
19	22	Day in the Life of Dennis Day (NBC)	15.[illegible]
20	13	You Bet Your Life (CBS)	15.[illegible]

Copyright 1950 by A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all of any part of the program, except homes listening only 1 to 5 minutes.

Here's a complete, time-saving book of market information

CONSUMER MARKETS is in the hands of every advertising agency that places national advertising and in most important national advertiser organizations.

Many Uses: "Used to look up specific markets, to set up sales and advertising quotas," says the President of a mid-western agency. "Use sales and purchasing power information for analysis of markets in relation to newspaper and radio advertising," writes the assistant media director of a famous soap manufacturer.

Users Like It: "I keep my copy close to my desk for frequent reference," reports the space buyer for a major New York City agency. The research director of a Detroit 4-A agency writes, "Has more information in one book than any other publication of its kind."

CONSUMER MARKETS was designed as a companion piece for use with the regular monthly Sections of SRDS to make all jobs of media-market selection easier, faster, more accurate.

Note to Media Advertisers: Your Service-Ad near data listings in the "Consumer Markets" Section of SRDS comes into play when agencies and advertisers are deep in the study of where to spend their advertising dollars. Position reservations for the 1950-51 Edition are now being accepted.

Extra copies of the 1949-50 Edition of CONSUMER MARKETS are available at $5.00 each. Sent on five days free trial.

Consumer Markets — A Section of Standard Rate & Data Service — Walter E. Botthof, Publisher — 333 North Michigan Avenue, Chicago 1, Ill. — New York • San Francisco • Los Angeles

WAGA Atlanta, Ga. **USES** **Magnecorder**

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders

Write - Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PT6-JA

A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

usical organizations introduced in e service.

Demonstrations will cover the *Dick aymes Show*, the *Lyn Murray Show*, omemaker Harmonies, World Musi- l Time Signal Jingles, World Musi- l Weather Jingles, World Commer- l Jingles for 25 different advertis- rs and other new features of service.

Attending convention will be John L. inn, World president; Robert W. iedheim, sales manager; Maynard arquardt, West Coast manager; m Carter, George Field, Hugh rauel, Ken Farnsworth, sales rep- esentatives.

Frederic W. Ziv Co.
Rooms 500, 501, 501A

(See World Program Service for tory on joint exhibit.)

FCC Won't Censor

(Continued from page 28)

ion called for proposals for revis- g the standards of good engi- eering practice in the upper fre- uencies and included an invitation or proposals for standards for olor TV, not a single such pro- osal was received from the in- ustry.

Questioned about the effect of he lifting of the Mayflower Deci- ion, Mr. Coy said he had noted nly a half-dozen examples of sta- ion editorializing, stating that he ould like to see more of it, pro- ided the other side is given a hance to answer. He quickly add- d that the decision of whether or ot to editorialize is completely a atter of the judgment of the roadcasters themselves and not up to the FCC.

Asked about station owners in- ecting their personal opinions and rejudices into supposedly unbiased ews programs, Mr. Coy said that o him such a practice resembled abeling a product as edible when n fact it is not. He also urged hat broadcasters observe true free- om of speech in their allocation f program time despite their per- onal views, stating for example hat an atheist should not be de- ied time on the air just because is doctrine is abhorrent to the ndividual station operator. If this rinciple were followed out, he as a Democrat, might be denied time by a broadcaster of different po- itical belief, he noted.

William S. Hedges, NBC vice president, president of the Radio Pioneers, presided at the dinner meeting, which was addressed, briefly and in verse, by Mr. Kaltenborn, founder of the organization which is comprised of men and women engaged in radio for 20 years or longer. Senator Ford, Joe Laurie Jr. and Harry Hirshfield provided amusing and appropriate comments on the occasion. Lawrence Spivak, editor of the *American Mercury*, served as moderator of the *Meet the Press* session.

DEMONSTRATION of its *High School Radio Forum* program given by WNAX Yankton, S. D., before 2,500 school administrators at National Assn. of Secondary School Principals in Kansas City recently.

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2,269	753	109
Total on the air	2,117	714	103
Licensed (All on air)	2,083	496	37
Construction permits	186	253	72
Conditional grants		4	
Total applications pending	1,149	183	385
Requests for new stations	300	37	348
Requests to change existing facilities	278	35	13
Deletion of licensed station in March	2	6	
Deletion of construction permits	7	9	1
Deletion of conditional grants		9	

FCC Actions

(Continued from page 76)

April 4 Decisions . . .

BY THE SECRETARY

WSKB McComb, Miss.—Granted license change system of modulation.

WJAT Swainsboro, Ga.—Granted license for new AM station; 800 kc, 1 kw.

WJAC-TV Johnstown, Pa.—Granted license for new commercial TV station and change studio location.

WHAS-TV Louisville, Ky.—Granted mod. CP for extension of completion date to 10-1-50.

WOC-TV Davenport, Ia.—Same to 11-2-50.

WNCA Aiken, S. C.—Same to 6-2-50.

Catawba Valley Bcstg. Co. Inc., Hickory, N. C.—Granted license new STL KIB-80 (formerly WDDH).

KATL Houston, Tex.—Granted license increase power, install new trans. and change from DA-DN to DA-N; 1590 kc, 5kw, DA-N, unl.

WSHB Stillwater, Minn.—Granted assignment of license from corp. to partnership—William F. Johns Sr., William F. John Jr. and Penrose H. Johns, a partnership d/b as St. Croix Bcstg. Co. No monetary consideration.

KWKH Shreveport, La.—Granted CP to install new trans.

WVMI Biloxi, Miss.—Granted mod. CP to change studio location.

WBGE-FM Atlanta, Ga.—Granted mod. CP for extension of completion date to 10-1-50.

KOEN Oceanside, Calif.—Granted license noncommercial educational FM station; Chan. 209 (89.7 mc) 10 w.

WPTF Radio Co., Raleigh, N. C.—Granted license new remote pickup KA-3913.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted license for new STL KIB-79 (formerly WQHU).

Baptist General Convention of Tex., Dallas—Granted license new STL KGA-97.

WTTS and WTTV Bloomington, Ind.—Granted request for voluntary assignment of CP's of AM station WTTS, commercial TV station WTTV, and KA6097, exper. TV relay to Sarkes Tarzian Inc.

Following granted mod. of CP's for extension of completion dates as shown: KEYL San Antonio to 10-7-50; WAUX-FM Waukesha, Wis. to 10-15-50; KBNT San Bernardino, Calif. to 10-27-50; KOWN Conway, Ark. to 10-22-50; WTTV Bloomington, Ind. to 10-15-50; WKZO-TV Kalamazoo, Mich. to 10-24-50.

WWSW Pittsburgh, Pa.—Granted license change frequency, increase power, install new trans. and DA and change in trans. location.

Columbia Bcstg. System Inc., Area New York—Granted request to delete station and dismiss pending renewal for remote pickup KA-4703.

National Bcstg. Co. Inc., Area of Chicago—Granted request to delete station and dismiss pending renewal application remote pickup KA-4671.

Richmond Radio Corp., Richmond, Va.—Granted mod. license KA-5562 to change frequency from 31.22, 36.62, 37.02, 39.28 mcs. to 26.39 mc.

National Bcstg. Co. Inc., Chicago and New York—Granted mod. license KA-5162 to delete frequencies 152.99 and 153.05 ms: to delete frequency 152.09 mc KA-5169 New York.

National Bcstg. Co. Inc., Washington, D. C.—Granted mod. license KA-5174 to delete frequency 153.05 mc.

National Bcstg. Co. Inc., Cleveland, Ohio—Granted mod. license KA-5181 to delete frequencies 152.99 and 153.05 mc.

National Bcstg. Co. Inc., San Francisco—Granted mod. license KA-5189 to delete frequency 166.25 mc.

National Bcstg. Co. Inc., Denver, Col.—Granted mod. license KA-5193 to delete frequencies 152.99 & 153.05 mc.

Paducah Bcstg. Co., Paducah, Ky.—Granted CP and license new remote pickup KA-2331.

Radiohio Inc., Columbus, Ohio—Granted CP and license new remote pickup KA-3472.

American Bcstg. Co. Inc., New York—Granted CP new remote pickup KA-6197.

Rio Grande Bcstg. Co. Inc., Area of Albuquerque, N. M.—Granted CP new remote pickup KA-3284.

KIDO Inc., Boise, Ida.—Granted CP for new remote pickup KA-2729.

F. C. Todd, Gastonia, N. C.—Granted CP new remote pickup KA-3844, KA-2661.

KALE Richland, Wash.—Granted mod. CP to change type of trans. mount FM ant. on top of AM tower and change studio location.

WPKY Princeton, Ky.—Granted license for new AM station; 1580 kc, 250 w D.

KONE Tulsa, Okla.—Granted license change frequency, increase power, install new trans. and DA-DN and change trans. location, 1300 kc, 1 kw-N 5 kw-D-DA, unl.

KFVD Los Angeles—Granted license install. new trans.

WAAF-FM Chicago—Granted license new FM station; Ch. 230 (93.9 mc) ERP 28 kw, 350 ft.

WJJD and WFMF Chicago, Ill.—Granted voluntary assignment of license from an Illinois corp. to WJJD Inc. a Delaware corp.

KLVL Pasadena, Tex.—Granted mod. CP for approval of ant. and trans. location and change type of trans.

ACTION ON MOTIONS

By Examiner Basil P. Cooper

KFYO Lubbock, Tex.—Granted extension of time to file proposed findings of fact and conclusions in proceeding re application to April 14.

By Examiner J. D. Cunningham

David M. Segal, Idabel, Okla.—Granted request that appearance in proceeding re application and that of Gateway Bcstg. Co., Texarkana, Ark. which was filed after expiration of period required by Rules for such filing be accepted.

KCNA Tucson, Ariz.—Granted continuance of hearing in Docket 9579 from April 20 to June 20.

Public Service Bcstg. Corp., Schenectady, N. Y.—Dismissed petition to amend application with reference to stock ownership.

April 5 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WAGA Atlanta, Ga.—CP to change from 590 kc 5 kw unl. DA-N to 550 kc 5 kw unl. DA-N. (Contingent on deletion of WCON Atlanta.)

AM—1470 kc

Thompson K. Cassel, Sayre, Pa.—CP new AM station 1540 kc 1 kw D AMENDED to request 1470 kc.

Modification of CP

Mod. CP new AM station for extension of completion date: WRHC Jacksonville, Fla.; WGAF Valdosta, Ga.; KSOX Harlingen, Tex.

KFAL Jefferson City, Mo.—Mod. CP AM station to change studio location

(Continued on page 88)

BALTIN NAMED

Is WHOM Vice President

CHARLES BALTIN, with WHOM New York since 1940, has been appointed vice president, Generoso Pope Jr., executive vice president of the Atlantic Broadcasting Co., which operates WHOM, announced.

Mr. Baltin

Mr. Baltin has served in various executive capacities for the station including director of public broadcasts, program director, and assistant general manager. In his new post, he will supervise the sales and program departments.

Prior to joining WHOM, Mr. Baltin produced educational radio programs and was active in the adult education field.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago: Engineering Conference, April 12-15; Unaffiliated Stations Conference, April 16; FM Stations Conference, April 17; Management Conference, April 17-19.

April 20-21: Philadelphia Chapter Assn. for Education by Radio, U. of Pennsylvania.

April 26-28: Northern Eastern District of the American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.

April 29: Catholic Broadcasters Assn. spring conference, Catholic U. of America, Washington, D. C.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Simon House

THERE'S AN X IN THE MIDDLE OF TEXAS

On Records: Lawrence Welk—Mer. 5376; Betty Garrett—MGM 10667; Dennis Day—Vic. 20-3707; Mel Torme—Cap. 825.

On Transcription: Johnny Guarnieri—Thesaurus; Page Cavanaugh Trio—World; Bob Crosby—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

FCC Actions

(Continued from page 87)

Applications Cont.:

from Jefferson City to Fulton, Mo., change trans. and ant. etc.

License for CP

KGNB New Braunfels, Tex.—License for CP new AM station.

License Renewal

Request for license renewal AM station: WBEC-FM Pittsfield, Mass.; WOCB-FM West Yarmouth, Mass.; WCTC-FM New Brunswick, N. J.

Modification of CP

Mod. CP new FM station for extension of completion date: WJLB-FM Detroit; KAKC-FM Tulsa, Okla.; WGAL-FM Lancaster, Pa.

WLAG-FM LaGrange, Ga.—Mod. CP new FM station to change ERP to 1.5 kw, ant. to 99 ft.

WEST-FM Easton, Pa.—Mod. CP new FM station to change ERP 11.2 kw, ant. to 72 ft.

KFMB-TV San Diego—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

SSA—680 kc

WIKY Evansville, Ind.—Request for SSA on 680 kc, 100 w for period of six months.

AM—1590 kc

WGTC Greenville, N. C.—CP AM station to change from 1490 kc 250 w to 1590 kc 5 kw-D 1 kw-N DA-N.

AM—580 kc

KDSJ Deadwood, S. D.—CP to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N.

Modification of License

WMNB North Adams, Mass.—Mod. license to increase power from 100 w to 250 w unl. on 1230 kc.

Modification of CP

WLIN Merrill, Wis.—Mod. CP new AM station to change from DA-DN to DA-N.

April 6 Applications . . .

ACCEPTED FOR FILING

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension SSA on 770 kc 50 kw-D 25 kw-N for period beginning June 1.

License for CP

KFJI Klamath Falls, Ore.—License for CP to change studio location.

WTTN Watertown, Wis.—License for CP new AM station.

Modification of License

KAST Astoria, Ore.—Mod. license to change from DA-DN to DA-N.

License Renewal

Request for license renewal new FM station: WILA Woodstock, Ill.; WEEX Easton, Pa.

Modification of CP

WGAL-FM Lancaster, Pa.—Mod. CP to change ERP to 3.82 kw, ant. to 260 ft.

License for CP

KSLH St. Louis, Mo.—License for CP new noncommercial educational FM station.

KCIJ Shreveport, La.—Mod. CP new AM station for extension of completion date.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 6

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,118	2,084	183		308	265
FM Stations	714	497	261	*4	37	24
TV Stations	103	36	73		349	182

* Two on the air.

* * *

Docket Actions . . .

FINAL DECISION

WILK Wilkes-Barre, Pa.—Announced decision by Commission to grant application of WILK to change from 1450 kc, 250 w to 980 kc, 5 kw day, 1 kw night, directional. Decision March 31.

PROPOSED DECISION

WOWO Fort Wayne, Ind.—Proposed decision issued to grant application of WOWO to increase power from 10 kw, non directional to 50 kw directional night, on 1190 kc. Subject to engineering conditions [Broadcasting, April 3, p. 90]. Decision March 31.

INITIAL DECISION

WMAW Milwaukee, Wis.—Initial decision issued by Examiner Basil P. Cooper to grant application of WMAW for license to cover CP for new station on 1250 kc, 5 kw unlimited, DA-2. Decision April 5.

OPINION AND ORDER

Santa Monica, Calif.—Adopted memorandum opinion and order to strike from the record as sham and false petition for reconsideration re its application for new station [Broadcasting, April 3, p. 90]. Order March 31.

Non-Docket Actions . . .

TRANSFER GRANT

KRUX Glendale, Ariz.—Granted assignment of license from Gene Burke Brophy, licensee and individual owner, to new corporation Radio Arizona Inc. Mrs. Brophy will retain 89.53% interest. Newcomers Renee S. Donnet, owner of ranch and farm properties, 10.27% and Beverley Middleton, presently manager of KRUX will hold .20%. Mrs. Brophy requested transfer as illness of her husband prohibits her devoting as much time to running station as heretofore. Granted April 4.

Deletions . . .

TWO AM authorizations and one FM were reported deleted last week by FCC. Total since Jan. 1, AM 23; FM 31; TV 2.

KVNJ Fargo, N. D. — Northwest Broadcasting Co. License April 4.

WMAC Pottstown, Pa.—Radio Anthracite Inc. CP April 5.

WRMV Richmond, Va. — Southern Broadcasters Inc. CP April 5. Extension of completion date for CP denied March 6.

New Applications . . .

AM APPLICATIONS

Metropolis, Ill.—Fort Massac Bcstg. Co., 920 kc, 500 w daytime. Estimated construction cost: $17,732.11. Principals in Fort Massac include: James H. Firmin, instructor at Indiana U., 16⅔%; Noah J. Korte, National State Bank, president; Walter H. Firmin, vice president Wyoming Tie and Timber Co.; Bernard Lurie, owner Good Luck Glove Co.; S. F. Chase, Metropolis Bending Co. (wood products) 8⅓%; Don M. Park, Metropolis Bending Co.; Eddie Clark, secty. and manager Massac Theatres; Robert V. Gillespie, farming; William R. Tiner, secty-treas. Bonificld Brothers; J. B. Humma, owner Humma Drug Store; and Elva M. Firmin, housewife, each has 8⅓% interest. Filed April 6.

Jonesboro, Ark. — Radio Jonesboro Inc., 970 kc, 1 kw daytime. Estimated construction cost $24,092.20. Principals in Radio Jonesboro include: A. L. Hendrix, 98% owner Al Hendrix Motors and ½ owner Court Square barber shop; R. H. Holbert, 50% owner Hotel Noble; H. B. Wall, 50% owner Wall's Dept. Store; Curtis V. McKinney, cashier Citizen's Bank; Herbert J. Parker, 33⅓% owner Parker Motor Co.; Merrit M. Crall, 28% interest City Drug Store, ⅓ owner Snyder Drug Co.; James F. Lyons, ⅓ owner Jonesboro Sporting Goods; Neal B. Bunn, director Jonesboro high school band; and Earl Ed Young, manager Malco Theatres in Jonesboro and owner Young Candy Co. Filed April 6.

Seymour, Tex. — William C. Moss, 1230 kc, 100 w unlimited. Estimated construction cost: $10,511. Mr. Moss, individual owner, is a salesman for Curtiss Candy Co., Dallas. Filed April 6.

Coalinga, Calif.—Pleasant Valley Radio Co., 1470 kc, 500 w day. Estimated construction cost: $13,999.90. Rea B. Bowman, instructor at Electronic Technical Institute and Benjamin Bowman, conductor with Pacific Electric Railway Co. are equal partners. Filed April 5.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc, 1 kw day. Application resubmitted. Filed April 5.

Ironton, Ohio—Glacus G. Merrill, 1230 kc, 250 w unlimited. Estimated construction cost: $13,500. Mr. Merrill is president and general manager of WHAR Clarksburg, W. Va. Filed April 5.

Lebanon, Ore.—W. Gordon Allen, 1400 kc, 250 w unlimited. Estimated construction cost: $7,800. Mr. Allen is CP holder for station at Puyallup, Wash. granted Feb. 16. Filed April 5.

Waco, Tex.—Winston O. Ward, 1010 kc, 1 kw day. Estimated construction cost: $19,500. Mr. Ward is owner of KIMP Mt. Pleasant, Tex. Filed April 5.

Monroe, Wis.—Nicholas Tedesco, 1260 kc, 500 w day. Estimated construction cost: $14,418. Mr. Tedesco's radio interests include ownership of 10% of stock of application at Owatonna, Minn., and 25% interest in application for station at S. St. Paul, Minn. Filed April 3.

FM APPLICATION

Indianapolis, Ind.—Jordan College of Music. Channel 220 (91.9 mc), ERP 750 w. This is an application for noncommercial educational station. Filed April 3.

TV APPLICATION

Portland, Me.—Guy Gannett. Channel 8 (180-186 mc), ERP 27.49 kw vis, 13.75 kw aur., antenna 525 ft. Mr. Gannett is president of Guy Gannett Bestg. Service, licensee of WGUY Bangor and WGAN Portland. This application was previously filed April 16, 1948 and estimated construction cost at that time was $163,845. Filed April 3.

New Orleans—Times-Picayune Pub. Co., Channel 7 (174-180 mc), ERP 21.5 kw vis., 18 kw aur. Times-Picayune is licensee of WTPS that city. This application is request for reinstatement of CP previously authorized. Filed April 6.

TRANSFER REQUESTS

WWOK Flint, Mich.—Assignment of license of Cooperative Radio Co., licensee, to John J. Hurd, receiver in bankruptcy. Cooperative Radio is Texas firm and right to do business Michigan was revoked due to failu of concern to file annual report as r quired by that state. Company see transfer to preserve assets, pending termination of bankruptcy proceedi and subsequent sale of station, subje to approval by Commission, to p creditors. WWOK is assigned 1 kw u limited on 1470 kc, directional. Fil March 24.

WJBA Sparta, Wis.—Assignment construction permit from William Gleiss, permittee, to Victor J. Tedes for $1,000. Mr. Tedesco has other ra interests including 25% interest WSHB Stillwater, Minn. In event th transfer is not granted Mr. Tedes filed simultaneously application for ne station at Sparta seeking same faci ties. WJBA is assigned 990 kc, 250 day. Filed March 27.

WHLL Wheeling, W. Va.—Assignme of license from Erlin L. Freeman Kenneth H. Forney and Glen A. Forn d/b Wheeling Broadcasting Co., li censee, to corporation of same na and partners. Transfer requested complete partnership agreemen WHLL is assigned 1 kw day on 10 kc, directional. Filed March 27.

WMFT Florence, Ala.—Involunta transfer of stock owned by Franklin Bush (deceased), in licensee corpor tion to Emma E. Arland Bush, executo of his will. WMFT operates with 25 w unlimited on 1240 kc. Filed Marc 27.

WRON Ronceverte, W. Va.—Assig ment of license from William E. Blak licensee, to Blake Broadcasting Co., new corporation. Mr. Blake retain 66.67% of stock and remainder is pu chased by 20 minor stockholders. M Blake desired transfer to broaden loca ownership and place station on sounder financial basis. WRON is assigned 14 kc, 250 w. Filed April 6.

N.M. STATIONS

Rio Grande Group S

APPLICATIONS were filed w FCC last week for approval of sale of Rio Grande Broadcast Co.'s KOAT Albuquerque, KT Santa Fe and KRSN Los Alam all N. M., for $140,000 to Herb Wimberly, H. W. Bumpas Albert Cadwell [BROADCASTI March 6]. Bid for sale of Grande's KGAK Gallup, N. M., Merle Tucker, Rio Grande manag and part owner, was filed sim taneously.

In addition to Mr. Tucker, pr ent owners of Rio Grande incl President Albert E. Buck Frank Rand. Mr. Bumpas, m would manage the three stati his group will acquire.

All four of the stations are 250 local outlets, with KOAT, KT and KRSN affiliated with A and the Zia Network. Mr. Tuck formed Zia, termed the first regi al network in New Mexico, in 19 KOAT is on 1450 kc, KTRC on 14 kc, KRSN on 1490 kc, and KGA on 1230 kc. Mr. Tucker said KGA would continue as an independe

Application of Mr. Bumpas a associates for the Santa Fe, L Alamos and Albuquerque statio was filed by P. W. Seward, Was ington attorney, while Mr. Tuc er's application for KGAK w by Dow, Lohnes & Albertson.

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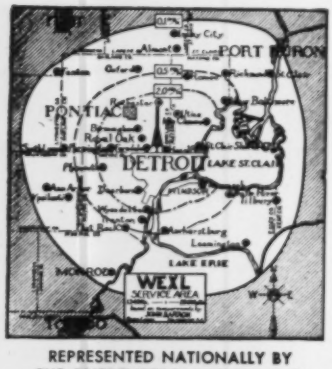

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Sports Ban

(Continued from page 28)

basketball, football and baseball games. Non-betting fans have rights also."

He told newsmen the Justice Dept.'s proposal was "drastic," seeming "mighty close to the freedom of information guaranteed by the Constitution. Some of that information, no doubt, can be used for gambling. But a great many people are interested in it as news, and not for betting."

He said representatives of radio, television and newspapers would be asked to testify, and that anyone else who wished will be given an opportunity to present views.

With the bill, Sen. Johnson introduced a resolution asking for $50,000 to conduct an all-inclusive investigation of the problem of gambling in interstate commerce. His proposal appeared headed for a snag because of its conflict with a similar resolution introduced earlier by Sen. Estes Kefauver (D-Tenn.). The Kefauver measure would go farther, however, being aimed primarily at a study of the entire field of organized crime.

The Democratic Policy Committee in the Senate has been studying the two resolutions and must decide which of the two should be authorized in event a choice has to be made.

Strict Prohibitions

The Justice Dept. bill would prohibit "the use of or the leasing, furnishing or maintaining of any communication facility for the transmission of gambling information in interstate or foreign commerce."

"Communication facility" is defined as "any and all instrumentalities, apparatus, personnel, and services . . . used or useful in the transmission of writings, signs, signals, pictures, and sounds of all kinds by wire or radio or other like connection. . . ."

"Gambling information" means bets or wagers, or related information assisting in the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or wagering activities on any sporting event or contest."

To this definition, the bill adds the following, which the Justice Dept. described as "purely illustrative":

In connection with horse racing, gambling information includes among other things entries, scratches, jockeys, jockey changes, weights, probable winners, scheduled starting time of race, actual starting time of race, track conditions, the betting odds, changes in the betting odds, the post positions, the results and the prices paid.

The bill's prohibition would not apply to transmission of "information in connection with the news reporting of sporting events or contests," if the information is intended only for "printed news publication in newspapers, magazines, journals or like periodicals, or [with specific limitations] for radio and television broadcasting. . . ."

But in these cases the stations or publications would have the burden of showing that the information "is not being used directly or indirectly to circumvent the purposes of the Act."

Limitations Set

The specific limitations on broadcast or telecast use of such information are spelled out as follows:

No radio broadcasting station or television broadcasting station, for which a license is required by any law of the U. S., shall broadcast or permit to be broadcast any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run; or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer.

This section shall not preclude the broadcasting of the progress of, or information concerning, a horse race where such broadcast is carried as a special event and not as part of a regularly scheduled series of broadcasts of races, provided that no more than one horse race shall be broadcast by any station or chain of stations per day.

FCC would be required to "adopt such rules and regulations and make such orders with respect to the operation of radio broadcasting and television broadcasting stations as shall be necessary to insure compliance with the provisions of this Act."

With respect to common carriers, FCC would require them to file appropriate tariffs and "take such steps as may be necessary to insure enforcement" of the tariffs.

Anyone obtaining common carrier facilities for transmission of news of sporting events would be required to file with the carrier a "statement that the communication facility so obtained is to be used for such purposes." Failure to file such a statement would be taken to mean that the facility is being used in violation of the law.

The bill appeared to be aimed primarily at gambling on horse races. The Justice Dept. explained, however, that it was designed "so as to generally include within the scope of the bill the prevalent organized wagering on football, baseball, and basketball games, which appears to be increasing rapidly and could be expected to become more prominent if only horse racing alone were covered by the bill."

Referring to the special requirement of a time lag on broadcasts and telecasts of horse-race data, the report said:

It is believed that if non-broadcast receivers of news classified as "gambling information" are, for the most part, limited to printed publication, a sufficient time lag will naturally follow to impair the value of the news for gambling purposes. . . .

The [bill] does not impose any time lag in the radio or television broadcasting of sporting events and contests other than horse racing, since it appears that only in horse race gambling is the need for rapid transmission of changing factors so unique.

Moreover, enforcement of the time lag is feasible in the broadcasting of horse racing gambling information by mere public watchfulness and complaints of the public to the FCC, plus some monitoring by the Commission of broadcasts. By contrast, the imposing of a delay on transmissions by wire and in point-to-point radio techniques would be virtually unenforceable without a large police force or authorizing and requiring common carriers to be responsible for observing all transmissions over private circuits which they furnish. Such means are neither feasible nor desirable, and would constitute intolerable burdens.

The bill is designed to aid the states "in their endeavor to cope with the growing evil of organized gambling and bookmaking activities by denying the use of interstate communications facilities for such activities." Violators would be subject to prosecution under the appropriate state laws.

1950 **April 10** 1950

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NBC COAST CHANGES

Denny Outlines Status

CLARIFYING the status of various top personnel in the realignment of NBC West Coast operations [BROADCASTING, April 3] Charles R. Denny, executive vice president in Hollywood last week stated that Thomas C. McCray, New York director of network programs, transferred to Hollywood as director of the Western Division, sound broadcasting operations, "has been placed in charge of sound broadcast network operations. These duties include not only programming, but sales and engineering," he said.

Sidney N. Strotz, Mr. Denny declared, is not leaving NBC and continues as administrative vice president in charge of the Western Division.

Harold J. Bock, replaced by Thomas McFadden as manager of KNBH (TV) "has been offered an important post with NBC," Mr. Denny said. But he withheld nature of the appointment. Mr. Bock will vacation for several weeks before taking over his new assignment. It is understood that his duties will consist of director of public relations for the Western Division. Les Radditz continues as manager of the networks' Hollywood press department, post Mr. Bock held before going to KNBH.

Frank Berend, Western Division sales manager, continues in that capacity, reporting to Mr. McCray.

Greater emphasis also will be given to Hollywood originations and creation of programs, with operations of that department stepped up. Homer Canfield, Western Division program manager, remains in that capacity.

Parallelling New York, radio operations will be completely divorced from television, with Mr. McCray reporting to Mr. Denny. Norman Blackburn, director of Western network television operations will report to Sylvester L. (Pat) Weaver, vice president in charge of television.

Under the network policy on owned and operated stations, Mr. McFadden and John Elwood, general manager of KNBC San Francisco, report direct to James Gaines, in charge of O & O stations, New York.

GEN. STONER

Joins Weldon & Carr

MAJ. GEN. FRANK E. STONER, U.S.A. Ret., chief of the Army Communications Service during World War II, has joined Weldon & Carr, consulting radio engineers of Washington and Dallas, the firm has announced. He will be in charge of a new branch office of the firm in Seattle.

Gen. Stoner

Gen. Stoner is a native of Vancouver, Wash. After his war service, he was director of telecommunications for the United Nations. As part of his UN work, he served with the late Count Folke Bernadotte in Palestine and installed a network of radio stations throughout the Middle East.

Among awards Gen. Stoner has received are the Distinguished Service Medal; Cross of the British Empire; French Legion of Honor, and the Marconi Memorial Medal of Achievement.

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At Deadline...

GOOD RECEPTION CLAIMED FOR UHF VIDEO SIGNALS

ON HEELS of Chairman Wayne Coy's hint that FCC may be thinking of moving television into UHF (see story page 56), NBC authorities reported Friday that RCA-NBC's experimental UHF station at Bridgeport, Conn. is providing "good" or "excellent" pictures at 60% of receiver locations.

Report appeared to confirm earlier industry appraisals of Bridgeport operation as impressive [TELECASTING, Feb. 6, April 3].

Of 45 receiver installations, report classified picture quality of 38% as excellent, 22% good, 20% fair, 11% poor, and 9% unusable.

Preliminary data also showed "good or better" picture quality at 65% of locations within 23 miles. It was pointed out, however, than "any reception ratings and conclusions about service range at this time can be only preliminary in nature, compared with the thorough analysis contemplated. For example, by using superior transmission line between antennas and receivers, when it becomes available, many of the installations of inferior rating will be upgraded."

Station reportedly using 14 kw.

Report, prepared by Raymond F. Guy, manager of NBC radio and allocations engineering, said "tube performance has been excellent," noting that "during 1,000 hours of power application since installation there has been but a single failure of one hour, due to a defective tube."

In operation since last Dec. 29, station carries programs of NBC's WNBT (TV) New York from 9 a.m. to WNBT sign-off, five days weekly, using 2000 mc relay link to cover 55-airline-mile distance from New York. Relay was set up in January to avoid picture degradation which resulted when WNBT pictures were received on Channel 4, and is providing "excellent and reliable" picture quaiity, report said.

As of March 23, 41 receivers and converters had been installed in homes in Bridgeport area, in addition to 7 being used by RCA and NBC authorities. Some 43 others were being installed or awaiting installation.

Report was filed with FCC accompanying request for renewal of special temporary authority for operation of station.

SEN. BRIDGES DEMANDS COMMUNICATIONS PROBE

PROBE of American policy on communications and other phases demanded Friday by Sen. Styles Bridges (R-N.H.) in statement charging that Germany was "unrepresented" last summer when wavelengths were reassigned to Russia and Soviet-controlled stations at Copenhagen international communications conference. Statement was made in letter to Sen. Pat McCarran (D-Nev.), chairman of Senate Appropriations Committee, urging action at "first possible moment." Sen Bridges also is member of committee.

Referring to testimony by U. S. Comr. John J. McCloy before committee on 1951 budget, Sen. Bridges noted "we are spending millions of dollars under ECA and State Dept. appropriations to finance Voice of America activities." He quoted *New York Times* story March 24 that the "Munich transmitter, which has been been one of the most effective relay points for Voice programs to Eastern Germany and Central Europe, has been affected by the powerful Russian station in Riga, which was assigned the same frequency."

NEW STATION OPPOSED ON ECONOMIC GROUNDS

CLAIMING available revenues won't support two AM stations and that public interest accordingly will suffer from lowered programming standards, WKUL Cullman, Ala., asked U. S. Court of Appeals for D. C. last Friday to set aside FCC grant for new Cullman station.

Appeal, described as first which squarely raises issue of existing station's right to FCC hearing in such circumstances, was directed against December grant to Voice of Cullman, operator of WFMH (FM) Cullman, for new 1 kw daytimer on 1300 kc [BROADCASTING, Dec. 26, 1949]. It was filed by Paul D. P. Spearman of Spearman & Roberson, Washington law firm.

Both WKUL and FCC rely on Supreme Court's so-called Sanders Decision. In denying earlier WKUL petition for reconsideration, FCC held that WKUL "is seeking a hearing for the purpose of showing that it is entitled to be protected against competition," and that this is contrary to Sanders Decision.

WKUL disclaimed any right to protection against competition as such, basing its argument instead on contention that competition in this case will lead to degraded program service and therefore be detrimental to public interest. In these circumstances, WKUL said, Sanders Decision requires FCC to grant existing station's request for hearing.

Station quoted Sanders Decision's assertion that, apart from purely competitive factor, question of competition "may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service."

FM PETITION FILED

PETITION filed with FCC Friday by NAB to amend Commission's FM rules to provide for protection of Class B station coverage in Area I to 1 mv/m contour and Area II to 50 uv/m contour to assure adequate rural service. Class B assignments would be made in manner to assure maximum service possible to urban and rural listeners. Hearing is requested.

CHICAGO TV APPEAL

EARLY APPEAL to FCC for assignment of Chicago's remaining three TV channels was promised by Corporation Counsel Benjamin S. Adamowski. He said he will promptly consider Council resolution which calls for such appeal [BROADCASTING, March 13]. Council charges failure to fill seven-station quota is "unfair to the TV industry here and to the public."

MRS. TRUMAN AT MILLER TEA

JUDGE JUSTIN MILLER, president of NAB, and Mrs. Miller gave tea Friday afternoon at Washington's Wardman Park Hotel honoring Mrs. Henry Grady, wife of U. S. Ambassador to Greece. Among guests was Mrs. Harry Truman.

SALMON HEADS WJZ SALES

EARL SALMON, eastern sales manager of ABC spot sales, promoted to sales manager of WJZ-AM-TV New York, network's key stations.

Closed Circuit

(Continued from page 4)

Eugene F. McDonald to consult on economi of Phonevision.

BOARD-ORDERED audit of NAB books pr duced two conclusions—association's accoun are in fine shape and there's nothing wro with balance sheet that return to fold of so 70 prodigal stations couldn't cure.

YOUNG & RUBICAM, New York, placing te spot announcement schedule for Borden's eva orated milk in two markets, Amarillo a Abilene, using 15 spots per week for 13 wee If test successful, expansion likely to follo

INDICATING extent of traffic handled by st tion relations departments of networks a statistics of one network which last year pro essed nearly 250 applications looking towa network affiliation; added about dozen. A other 250 applications were not processed b cause areas already were believed adequate covered. Substantially half of applicatio were from stations affiliated with other ne works.

UNITED STATES BREWING Co., Chica (Rheingold beer), thinking of AM spot cam paign. Possible coverage areas being outlin now by Smith, Benson & McClure, Chicago.

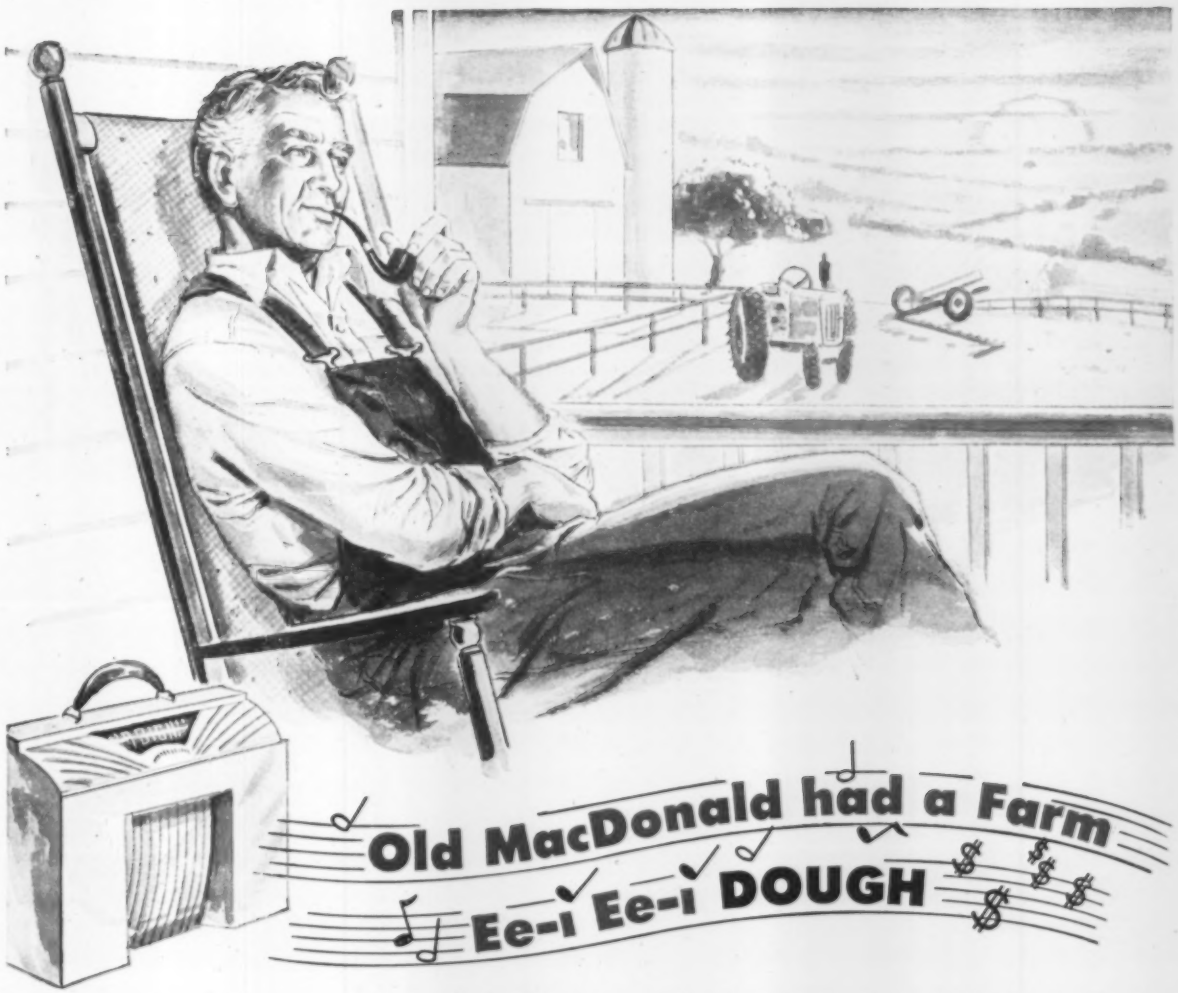
TEXTS of principal documents involved in ill fated U. S.-Cuba NARBA conference Havana few weeks ago are being circulat to industry committee—those who took pa in pre-conference preparations—by FCC Com Rosel H. Hyde, head of U. S. NARBA delega tion. They consist of U. S. proposals whi Cuba accepted "in principle"; U. S. trea draft based on that tentative agreement, a Cuban counter-proposals which finally wreck conference.

CASE-BY-CASE APPROACH URGED IN LAW VIOLATIONS

CASE-BY-CASE consideration rather th broad general policy required in cases invol ing applicants who have violated U. S. la other than Communications Act, FCC w told Friday by WPTR Albany, N. Y., in bri filed in Commission's proposed "uniform po icy" hearing [BROADCASTING, Jan. 30, Feb. Deadline for briefs is today (Monday). FC proposal stems from anti-trust findings again major movie firms, some of which have bro cast interests.

WPTR, chiefly owned by Schine Chain Th atres Inc., noted "almost infinite variety possible U. S. law violations, running th gamut from trivia to treason, whether ci or criminal, makes it impossible to enuncia any broad policy. . . . Thus, violations . . *per se* can be considered neither necessari disqualifying nor even adverse to . . . app cant." Brief explained each case must dec how violation affects character of applica under Sec. 308(b) of Communications A Brief filed by Cohn & Marks, Washington.

Twentieth Century-Fox Film Corp., in br prepared by Welch, Mott & Morgan, Was ington, held only Sec. 311 of Act (monopo in radio communications) *per se* bars app cants from obtaining radio facilities; vio tions of other law may be considered, if at a only as indication of character, and charact considerations can be used only for purpo of establishing minimum qualifications. Leg lative history of Sec. 311 was cited to sh Congress specifically intended law to not a cord FCC authority relating to anti-trust vi lations or other violations outside radio fie Anti-trust laws were noted to be economic le islation and not criminal law in usual sen hence movie case was civil suit.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts *one-sixth*—16.1%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks

69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

** Special farm consumer survey—now available*
***Nielsen Radio Index, Feb-March, 1949*

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